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business ratio report

market research
agencies



business ratio report

market research agencies

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- 1.4 New Additions to the report
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2 Industry Overview

An expert review of the conclusions that can be drawn from the report, putting developments into the context of recent industry developments and focusing on the performance of the industry as a whole and the leading players in it.

3 Company Profiles

Company data is presented alphabetically, with each company having a detailed profile over two pages showing address, activities, directors, subsidiaries and other company details plus Profit and Loss, Balance Sheet, ICC Business Publications Ratio Analysis and comparative performance.

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These list companies in order of their performance compared to each other on key performance factors:

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5 Industry Profile

This provides a Balance Sheet and a quick Profit and Loss account for the industry as a whole. Where the industry has been subdivided into 'subsectors', a profile for each of these is given, as well as a profile for the industry as a whole.

6 Analysis Notes

7 Definitions

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Company Selection

This section explains which companies have been selected for inclusion in the report and explains why, if applicable, certain companies have been excluded. It also explains any important relationships between companies and how these have been dealt with to ensure no double-counting of accounts has occurred.

1. Company Selection

1.1 Industry Definition

This Report covers companies active as market research agencies. The report analyses accounts filed in the three years up to 7th July 2000. Accounts with year ends falling in the 12 months up to 7th July 2000 are assigned to the third analysis period, with earlier accounts assigned to previous periods.

The companies included in the Report are:

Market Research Agencies

Accent Marketing & Research Ltd
Added Value Ltd
Adelphi International Research Ltd
Albemarle Marketing Research Ltd
Andrew Irving Associates Ltd
Benchmark Research Ltd
BMRB International Ltd
Bostock Marketing Group Ltd
The Brattle Group Ltd
The Business Advantage Grp PLC
Business Dev Research Consults
Business & Market Research Ltd
Carat Insight Ltd
Citigate DVL Smith Ltd
CIT Research Ltd
City Research Group PLC
Conquest Research & Consult Ltd
Consensus Research Int Ltd
Context Research International Ltd
Corporate Information Ltd
Counterpoint (UK) Ltd
Cragg Ross Dawson Ltd
Cram International Ltd
C S W Research Ltd
Customer Satisfaction Surveys Ltd
Define Research & Mark Int PLC
Diagnostics Social & Markt Res Ltd
Directions (Research & Mark) Ltd
Discovery Research Ltd
Euromonitor PLC
European Digital Capital Ltd
Facts International Ltd
FDS Market Research Holdings Ltd
Flackett, Stevens & Associates Ltd
Flamingo Research Ltd
Frost & Sullivan, Ltd
The Gallup Organization Ltd
George Street Research Ltd
GFK GB Ltd
GFK Marketing Services Ltd
Goldfarb Consultants UK Ltd
Hallett Arendt Mark & Research Ltd

Halogen Enterprises Ltd
Hauck Research Services Ltd
ICM Research Ltd
IDC UK Ltd
IFF Research Ltd
IMS Holdings (UK) Ltd
Infocorp Ltd
Infratest Burke Group Ltd
Insight Medical Research Ltd
Intelliquest, Ltd.
Interactive Market Syst (UK) Ltd
Intercam Ltd
Int Research Associates (UK) Ltd
Ipsos Cati Centre Ltd
Ipsos Insight Ltd
Ipsos UK Ltd
IRB International Ltd
IRI Infoscan Ltd
Isis Research PLC
The Leadership Factor Ltd
Link Strategic Research UK Ltd
Managing The Service Busns Ltd
Maritz. Trbi Ltd
Market & Opinion Research Int Ltd
Market Probe Europe Ltd
Market Research Solutions Ltd
Market Tracking International Ltd
Mathematical Market Research Ltd
Maxis Research Ltd
MBL Group PLC (The)
Medicare Audits Ltd
Millward Brown International Ltd
Millward Brown Precise Ltd
Mintel International Group Ltd
Mobile Sensory Testing Services Ltd
Morpace International Ltd.
MX Promotions Ltd
Netpoll Ltd
Network Research & Marketing Ltd
Nion Ltd
NOP Research Group Ltd
Novaction (UK) Ltd
NRG-UK Ltd
Numbers Market Research Ltd

Opinion Leader Research Ltd
Opinion Research Ltd
O.R.C. International Ltd
Outlook Research Ltd
Parker Tanner Woodham Ltd
Petchey (Mangment & Finance) Ltd
Pinder Fry & Benjamin Ltd
Polk Europe Holdings Ltd
Praxis Research & Consulting Ltd
Prescient Ltd
Produce Studies Ltd
Prognosis Ltd
Public Attitude Surveys Ltd
Putnam Investments Ltd
P W Market Research Group Ltd
Quadrangle Research Ltd
Quality Medical Field Ltd
Reflexions Market Research Ltd
The Research Business Int Ltd
The Research Department Ltd
Research International Ltd
Research & Marketing Ltd
The Research Partnership Ltd
Romtec PLC
Roper Starch Worldwide Ltd
Sample Surveys Ltd
SGA Research International Ltd
Sitel Europe Ltd
SMC Field Marketing Ltd
Specialist Field Resources Ltd
Springboard Marketing Ltd
Strategic Mark & Resrch Consults
Taylor Nelson Sofres Group Ltd
Taylor Nelson Sofres PLC
Total Research Ltd
TV Strategy Ltd.
V.A.Research Ltd
Wardle Mclean Strategic Research Consultancy Ltd
W.H.F. (Southern) Ltd
Xtreme Information Ltd

1.2 Company Selection

Our team of in-house analysts research the company sample thoroughly to ensure that the Report covers the top companies in the industry. A company will be included on the following grounds:

- i It is a major company within the industry with over 50 percent of its turnover coming from activities relevant to the subject of the Report.

1. Company Selection

- ii It is a company where less than 50 percent of its turnover is generated from activities relevant to the industry. However, it is by virtue of its size, significant within the industry.

To ensure that the industry results are not distorted by figures relating to activities falling outside the scope of the title, the second group of companies is excluded from the sector totals and averages when calculating these figures. Companies may be excluded from the Report for the following reasons:

- i The company files modified accounts (as defined by the Companies Act), which makes it difficult to determine its importance in the sector and means that it is unsuitable for ratio calculation. Or its turnover falls below £0.5 million which has been used to identify major companies.

The following companies have been excluded on these grounds:

Adinick Services Ltd, ERC Statistics International PLC, Fathom Communication, Research & Brand Planning Consultancy Ltd, The Fieldwork Facility Ltd, Harding & Yorke Ltd, Infratest Burke Asia Pacific Ltd, Interactive Marketing Group Ltd, Listplace Ltd, The Parkgate Group Ltd, Research Works Ltd and Totman Stride Planning & Research Ltd.

- ii The latest analysed accounts available on a company are too old to be meaningful to the analysis.

The following company has been excluded on these grounds:

Bremborne Ltd.

- iii Where the company is not a live trading company ie. it is dormant, in liquidation or receivership, or has transferred its trade to another company.

The following companies have been excluded on these grounds:

Burns Research Ltd, DBMD Ltd, Input Ltd, ISR International Survey Research Ltd and Selcrown Traders Ltd.

- iv A company's first accounts are not yet available from Companies House at the time of publication.
- v The company is no longer relevant to the Report.

The following companies have been excluded on these grounds:

Communique Promotions Ltd, Consodata UK Ltd, Crane Investment Analysis Ltd, FCG Marketing Ltd, Interface Creative Marketing Solutions Ltd, P Seagroatt & Associates Ltd and UK Data Services Ltd.

- vi The following companies are represented on the Report by their subsidiaries, holding company, or ultimate holding company:

DVL Smith Ltd is represented by its ultimate holding company Citigate DVL Smith Ltd.

Infratest Burke International Services Ltd is represented by its ultimate holding company Infratest Burke Group Ltd.

1.3 Changes of Name

The following companies have changed their names:

Cragg Ross & Dawson Ltd has changed its name to Cragg Ross Dawson Ltd.

Ipsos-RSL Ltd has changed its name to Ipsos UK Ltd.

Millward Brown International PLC has changed its name to Millward Brown International Ltd.

Parker Tanner Ltd has changed its name to Roper Starch Worldwide Ltd.

Simon Godfrey Associates Ltd has changed its name to SGA Research International Ltd.

1. Company Selection

1.4 New Additions to the Report

The following companies have been added to the current edition:

The Business Advantage Group PLC, Citigate DVL Smith Ltd, Conquest Research & Consultancy Ltd, Corporate Information Ltd, Halogen Enterprises Ltd, Hauck Research Services Ltd, Ipsos Insight Ltd, Market Probe Europe Ltd, Mathematical Market Research Ltd, Maxix Research Ltd, Millward Brown Precise Ltd, MX Promotions Ltd, Netpoll Ltd, Outlook Research Ltd, Parker Tanner Woodham Ltd, Polk Europe Holdings Ltd, Reflexions Market Research Ltd, The Research Business International Ltd, SMC Field Marketing Ltd, Strategic Marketing & Research Consultants Ltd and WHF (Southern) Ltd.

1.5 Treatment of Holding Companies and Subsidiaries

Where a subsidiary company accounts for the majority of a group's turnover in the relevant area, the analyst will decide which one is most relevant to the Report.

In some cases both a holding company and its subsidiary may be included where both can be considered to be of significant importance in the sector. Where this could lead to double counting in the totals and averages for the sector one of the companies will be excluded from the calculations. (This will be indicated by an asterisk before the company name in the Performance League Tables).

The following company has substantial interests outside the scope of the Report:

Mobile Sensory Testing Services Ltd.

1.6 Large Changes in Accounts

Some companies report very large variances in their figures from one year to the next, due to acquisitions, large exceptional items, etc. These companies are excluded from the Report totals and average calculations to prevent distortion.

In this Report these companies are:

BMRB International Ltd, Bostock Marketing Group Ltd, Euromonitor PLC, The Gallup Organization Ltd, GFK GB Ltd, Halogen Enterprises Ltd, IDC UK Ltd, IMS Holdings (UK) Ltd, Infratest Burke Group Ltd, Ipsos UK Ltd, Isis Research PLC, Maritz TRBI Ltd, Market & Opinion Research International Ltd, Market Tracking International Ltd, Morpace International Ltd, Netpoll Ltd, NOP Research Group Ltd, Opinion Research Ltd, ORC International Ltd, Polk Europe Holdings Ltd, PW Market Research Group Ltd, Romtec PLC, Sitel Europe Ltd, Taylor Nelson Sofres PLC, TV Strategy Ltd and Xtreme Information Ltd.

1.7 Exceptionally Large Companies

Occasionally an industry can be dominated by one or several exceptionally large companies. This may also distort the totals and averages for the sector and may be excluded from the calculation.

European Digital Capital Ltd and The Research Partnership Ltd have been excluded from the Reports totals and averages due to a large percentage of their income being derived from exports.

Industry Overview

This section provides an at-a-glance overview of industry performance, profiling the performance of the industry and leading companies in the report.

2. Industry Overview

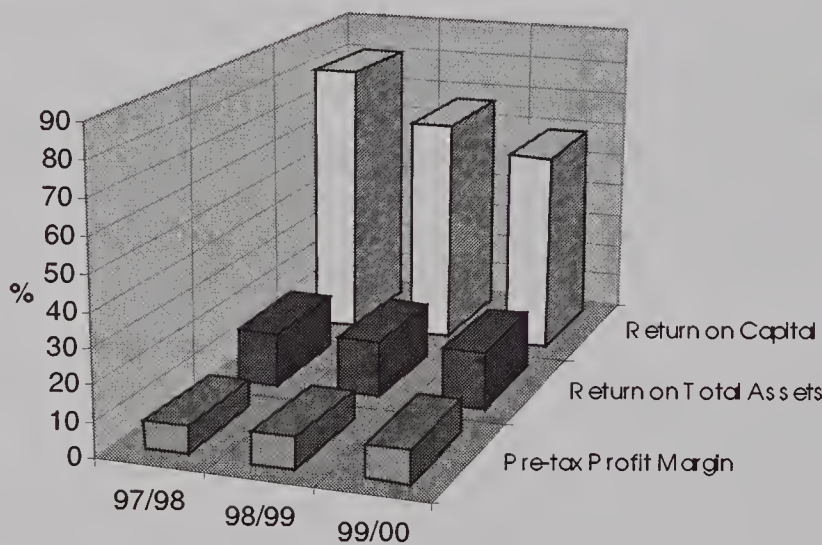
Introduction

This Business Ratio report focuses on the leading 126 companies operating as market research agencies. At the time of publication six companies had not filed accounts in the 1999/2000 period and have consequently been omitted from the Report's totals and averages. A further 22 companies had filed accounts after the cut-off date and these are presented in the Recently Filed Accounts columns of the performance league tables and relevant company profiles.

The report analyses company and industry performance over the three years up to 7th July 2000. During this period, the average Report company has seen an increase in sales of 25.9 percent and an increase in profits of 51.2 percent. The average Report company generates sales of £10.3 million and realises profits of £1 million. Overall the 1997/98 to 1999/2000 financial period has been varied for market research agencies. Growth was experienced in sales and profits and debt levels are improving.

Industry Performance

PROFITABILITY

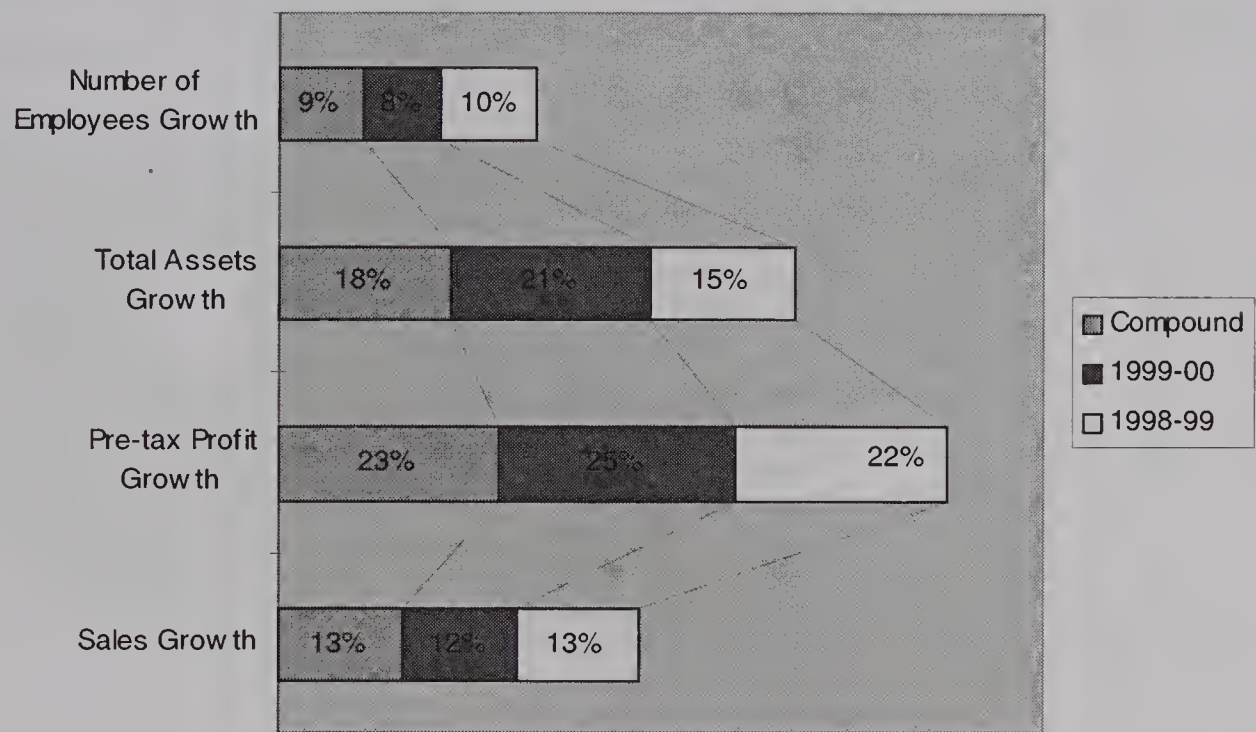


Profitability ratios for market research agencies have been mixed during the three years analysed. Return on capital started at 80.7 percent in 1997/98, dropped to 66.7 percent in 1998/99, and finished in 1999/2000 at 58.9 percent. Return on totals assets and pre-tax profit margin both saw year on year increases ending the analysis period on 16.6 percent and 9.7 percent respectively. Return on investment, which relates profits to total investment, dropped to 31.5 percent in 1999/2000 from a starting point of 34.5 percent in 1997/98.

Mixed results were also seen for efficiency ratios across the analysis period. Although a yearly deterioration was seen for asset utilisation, market research agencies continue to utilise their assets well – for every pound of assets £1.72 sales were generated in 1999/2000. Sales to fixed assets have also shown a year on year deterioration, dropping from 12.1 in 1997/98 to 10.0 in 1999/2000. Stocks to sales have improved over the three years, dropping from 2.7 percent in 1997/98 to 2.3 percent in 1998/99 where it remained for the duration of the analysis period. Debtor days outstanding deteriorated by four days over the analysis period to stand at 75 days in 1999/2000.

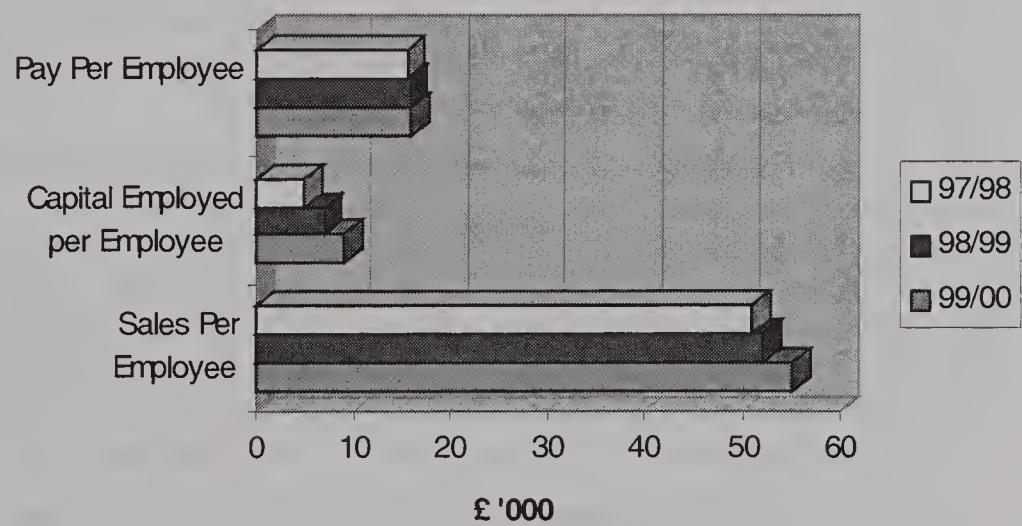
2. Industry Overview

GROWTH



Growth was experienced in sales, profits, assets and employees. Sales growth reported a compound growth of 13 percent, having recorded 13 percent growth between 1997/98 and 1998/99 and 12 percent growth between 1998/99 and 1999/2000. Xtreme Information recorded the highest compound sales growth of 1,185 percent, though this was mainly due to an acquisition made in 1998. Compound profit growth stands at a respectable 23 percent following growth of 22 percent in the first period and 25 percent growth in the second period. Assets recorded 15 percent growth between 1997/98 and 1998/99 and 21 percent growth between 1998/99 and 1999/2000, giving a compound growth figure of 18 percent. Employees grew at a lesser rate recording a compound growth of nine percent.

EMPLOYEE PERFORMANCE

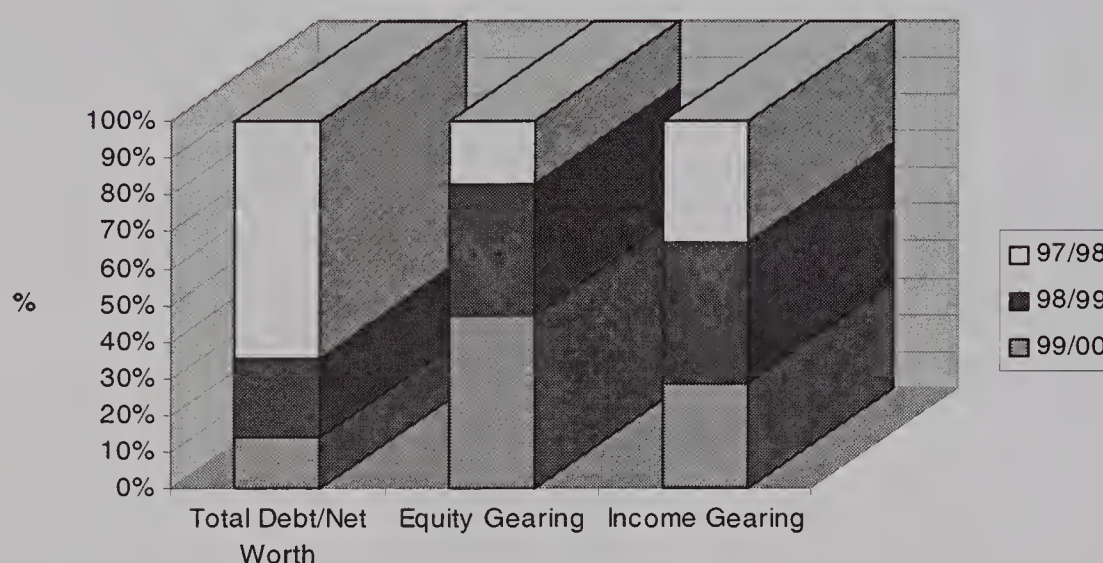


The average pay per employee for market research agencies increased over the period by 3.3 percent from £15,538 in 1997/98 to £16,046 in 1999/2000. Sales per employee showed a year on year increase to close at £55,000 in 1999/2000. The pay to sales ratio remained relatively stable, finishing the analysis period slightly down on 29.7 percent. Capital employed

2. Industry Overview

per employee, which indicates how much capital is expended on employees, increased year on year across the three year analysis to finish on £9,000 in 1999/2000.

GEARING



Gearing levels for market research agencies are fairly high but improving. Total debt to net worth has improved greatly over the analysis period, dropping from 1,664.8 percent in 1997/98 to 365.5 percent in 1997/98. Of the 97 companies with figures available for 1999/2000, 27 had debt levels in excess of their net worth. Equity gearing, which indicates the percentage of total liabilities covered by shareholders' funds, has improved from 5.7 percent in 1997/98 to 15.6 percent in 1999/2000. Income gearing has shown a marginal improvement – in 1999/2000 only two percent of pre-interest profits were expended on interest payments as opposed to 2.3 percent in 1997/98.

Company Performance

Matrix I represents the top ten market research agencies by sales in 1999/2000. The Matrix is led by Taylor Nelson Sofres PLC with sales totalling £380.9 million in 1999/2000, more than three times that recorded by Sitel Europe, the second company in the Matrix. The turnover range for Matrix I companies is wide with an entry level of £32 million recorded by IDC UK. Taylor Nelson Sofres Group has been excluded from the Matrix due to the inclusion of its ultimate holding company Taylor Nelson Sofres PLC.

Compound sales growth for the top ten market research agencies were promising with four companies surpassing the Report average of 13 percent and no companies recording a contraction in sales. Gearing levels are good with seven of the eight companies with figures available achieving debt levels below their own net worth. Three companies, Research International, Millward Brown International and Ipsos UK, managed to reduced their debt levels every year throughout the analysis period. No companies recorded zero borrowings for any year of analysis. Six companies surpassed the Report average for asset utilisation of 1.72 with two companies achieving year on year increases in this margin.

Matrix I companies showed a mixed performance with regard to profit margin, with three companies surpassing the Report average of 9.7 percent. Five companies recorded an increase in profits in the latest year and two of these, NOP Research Group and Ipsos UK, managed this throughout the analysis period. Putnam Investments recorded the highest profit margin of 18.8 percent in the Matrix but this was not enough to gain it a place in the ten largest Report companies by profit margin.

2. Industry Overview

MATRIX I: TOP TEN COMPANIES BY TURNOVER 1999/2000

Company Name and Third Year Sales £ million		Profit Margin (%)			Asset Utilisation			Total Debt/Net Worth (%)			Sales Growth
		99/00	98/99	97/98	99/00	98/99	97/98	99/00	98/99	97/98	%
Report Averages		9.7	8.8	8.1	1.72	1.85	1.90	365.5	550.6	1664.8	13
Taylor Nelson Sofres PLC	380.9	8.2	8.3	10.6	1.32	1.62	0.43	^	^	^	85
Sitel Europe	123.4	-1.0	-3.3	8.4	1.51	1.24	1.25	364.6	293.5	77.4	17
NOP Research Gp	71.9	8.4	7.2	5.3	1.50	1.49	1.48	64.3	61.2	37.4	7
Research Intl	60.6	8.6	10.0	11.4	1.89	1.89	1.80	19.2	51.6	64.6	7
Millward Brown Intl	58.4	14.7	12.8	12.9	1.79	2.07	1.99	8.8	9.9	16.3	10
MBL Gp. PLC (The)	37.2	5.0	7.4	8.9	2.13	1.94	2.40	32.0	13.3	14.8	7
BMRB Intl	36.7	12.6	34.7	14.8	0.40	0.34	0.34	3.1	2.9	3.4	12
Putnam Investments	36.7	18.8	18.9	17.9	2.07	2.27	2.07	27.9	2.5	30.6	61
Ipsos UK	32.5	4.9	4.6	1.0	3.93	3.51	3.48	57.8	84.9	159.1	13
IDC UK	32.0	1.7	0.5	33.1	3.31	3.64	5.31	^	^	^	7

Matrix II represents the top ten companies by pre-tax profit margin in 1999/2000. The Matrix is led by Pinder Fry & Benjamin, who started trading in 1998, with a margin of 63.7 percent, more than six times the industry average of 9.7 percent. The entry level for Matrix II is 19.9 percent which means that no companies appear in both tables.

Although the profit margins for Matrix II companies are high, only two companies reported year on year improvements in this ratio. Five companies were able to surpass the Report average for asset utilisation with two of these companies recording yearly increases in this margin. Gearing levels for this set of companies were good, with eight of the nine companies with figures available recording debts below their own net worth. Furthermore, five companies recorded zero borrowings in the latest analysis year with one company, The Leadership Factor, achieving this throughout the analysis period. Sales growth figures were only available for seven companies in the Matrix and of these, five reported figures equal to or above the Report average of 13 percent and one recorded a contraction in sales.

MATRIX II: TOP TEN COMPANIES BY PRE-TAX PROFIT MARGIN 1999/2000

Company Name and Third Year Sales £ million		Profit Margin (%)			Asset Utilisation			Total Debt/Net Worth (%)			Sales Growth
		99/00	98/99	97/98	99/00	98/99	97/98	99/00	98/99	97/98	%
Report Averages		9.7	8.8	8.1	1.72	1.85	1.90	365.5	550.6	1664.8	13
Pinder Fry & Benjamin	3.8	63.7	81.1	-	1.57	1.07	-	0.0	0.0	-	-
Corporate Information	1.8	45.0	-	-	0.93	-	-	^	-	-	-
Flackett, Stevens & Assoc	1.3	37.4	32.7	28.0	1.58	1.55	1.75	106.9	72.0	^	13
Nion	1.1	29.8	34.4	-	1.98	1.98	-	0.0	41.7	-	-
Prognosis	1.0	27.8	29.1	39.0	3.99	3.38	1.49	0.0	0.0	95.9	5
Opinion Leader Research	2.6	27.3	32.8	30.9	2.23	1.69	2.67	1.9	3.5	-	51
The Leadership Factor	1.2	25.6	14.8	25.2	1.30	1.44	1.75	0.0	0.0	0.0	38
Directions (Res & Mktg)	0.6	22.4	38.0	27.7	2.32	1.91	1.67	0.0	0.0	16.2	-24
Numbers Mark Research	1.5	21.3	17.4	6.9	1.74	2.80	2.86	51.9	12.5	229.0	32
Medicare Audits	8.1	19.9	22.7	29.5	1.21	1.11	1.21	14.2	27.6	26.5	14

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2. Industry Overview

Company Profiles

This section provides a detailed profile of each company in the report, in alphabetical order, covering:

- Corporate and Directory Information
- Profit & Loss
- Balance Sheet
- Performance Analysis
- League Table Positions

Accent Marketing & Research Ltd

Address
Gable House
14-16 Turnham Green Terrace
London
W4 1QP

Telephone
020 87422211

Trading Activity
The provision of market research,
specialising in service sector industries.

Main SIC Codes
74130

Directors (as at Jun 2001)
Jeffrey F. Percival
Joseph C. V. Heywood
Katherine M. G. Barber
Miranda C. Mayes
Robert Sheldon
Roy Noble

Company Secretary
Sheila Hogarth

Auditors
Arram Berlyn Gardner

Bankers
Royal Bank Of Scot

Date Incorporated
16/03/1988

Registered Number
02231083

Previous Name(s) with date(s) of change
Plusrush Ltd, 18/05/1988

Profit & Loss

Date of Accounts	30/09/2000	* year analysed in League Tables		
		30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s	£000s
Sales	2,028	1,645	1,444	1,262
Pre-tax Profit	79	35	38	29
Exports			0	0
Non-Trading Income	1	1	3	0
Depreciation	21	18	15	20
Interest Paid	7	4	9	8
Auditors Fees	4	4	4	4
Directors Emoluments	250	216	139	137
Employee Pay				
Number of Employees				

Balance Sheet

Date of Accounts	30/09/2000	30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	56	42	39	26
Intangible Assets	0	0	0	0
Intermediate Assets	17	0	0	0
Total Fixed Assets	73	42	39	26
Stocks	0	0	0	0
Trade Debtors	642	464	533	396
Other Current Assets	62	60	52	47
Total Current Assets	704	524	585	443
Total Assets	777	566	624	469
Trade Creditors	181	140	87	85
Short-Term Loans	95	79	99	107
Other Current Liabilities	339	207	302	166
Total Current Liabilities	615	426	488	358
T/Assets - C/Liabilities	162	140	136	111
Long-Term Loans	7	6	15	5
Other L/Term Liabilities	0	0	0	0
Total Capital & Reserves	155	134	121	106
Capital Employed	162	140	136	111
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 30/09/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Accent Marketing & Research Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	10.2	6.2	6.1	6.2
Return on Capital (%)	48.8	25.0	28.0	26.2
Pre-tax Profit Margin (%)	3.9	2.2	2.7	2.3
Return on Investment (%)	33.5	17.9	20.0	17.0
Rtn. on Total Capital & Reserves (%)	51.0	26.2	31.5	27.4

Liquidity Ratios				
Quick Ratio (Acid Test)	1.15	1.24	1.20	1.24
Current Ratio	1.15	1.24	1.20	1.24

Gearing Ratios				
Total Debt / Net Worth (%)	65.9	63.5	94.3	105.7
Equity Gearing (%)	25.0	31.1	24.1	29.3
Income Gearing (Interest Cover) (%)	8.2	10.3	19.2	21.7

Efficiency Ratios				
Debtor Days Outstanding	116	103	135	115
Working Capital / Sales (%)	4.4	6.0	6.8	6.8
Stocks / Sales (%)	0.0	0.0	0.0	0.0
Sales / Capital Employed	12.6	11.8	10.7	11.4
Sales / Fixed Assets	27.8	39.2	37.1	48.6
Creditor Days	33	31	22	25
Asset Utilisation	2.62	2.91	2.32	2.70

Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-

Other Ratios				
Exports / Sales (%)	-	-	0.0	0.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	82
Return on Capital	73
Pre-tax Profit Margin	79
Return on Investment	74

Liquidity	Position in subsector
Quick Ratio (Acid Test)	53
Current Ratio	58

Gearing	Position in subsector
Total Debt / Net Worth	62
Equity Gearing	60
Income Gearing (Interest Cover)	73

Efficiency	Position in subsector
Debtor Days Outstanding	106
Stocks / Sales	1
Sales / Fixed Assets	26
Asset Utilisation	33

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	52
Pre-tax Profit Growth	33
Total Assets Growth	61
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Added Value Ltd

Address 6A Lower Teddington Road Kingston Upon Thames KT1 4ER
Telephone 020 86141614
Trading Activity The provision of marketing advice and market research.
Main SIC Codes 74130
Directors (as at Jun 2001) Andrew D. Howden Andrew G. H. Lane Anthony Franco Christopher J. Robinson Clare Greenwood David E. H. Nichols Edward M. Sherrington Fiona McAnena Janine Hawkins Laurence J. S. Miklichansky-Maddocks
Company Secretary Andrew G. H. Lane
Auditors Pricewaterhousecoopers
Bankers National Westminster Bank Plc.
Date Incorporated 08/08/1988
Registered Number 02285286
Previous Name(s) with date(s) of change The Added Value Co. Ltd, 07/03/2000 Added Value (Dart Sherrington) Ltd, 12/07/1989 Moreturn Ltd, 13/10/1988
Holding Company The Added Value Gp. Ltd
Ultimate Holding Company Tempus Gp. PLC

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	11,276	9,821	7,841
Pre-tax Profit	42	310	278
Exports	4,786	3,758	2,667
Non-Trading Income	2	60	44
Depreciation	424	382	288
Interest Paid	66	52	35
Auditors Fees	35	28	27
Directors Emoluments	1,773	1,534	1,124
Employee Pay	3,161	3,181	2,543
Number of Employees	110	82	68

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	1,261	899	797
Intangible Assets	0	0	0
Intermediate Assets	132	132	132
<i>Total Fixed Assets</i>	<i>1,393</i>	<i>1,031</i>	<i>929</i>
Stocks	81	109	112
Trade Debtors	1,273	1,553	1,208
Other Current Assets	1,217	1,060	821
<i>Total Current Assets</i>	<i>2,571</i>	<i>2,722</i>	<i>2,141</i>
Total Assets	3,964	3,753	3,070
Trade Creditors	175	260	362
Short-Term Loans	1,587	1,159	682
Other Current Liabilities	1,760	1,329	1,228
<i>Total Current Liabilities</i>	<i>3,522</i>	<i>2,748</i>	<i>2,272</i>
T/Assets - C/Liabilities	442	1,005	798
Long-Term Loans	254	166	147
Other L/Term Liabilities	0	11	22
Total Capital & Reserves	188	828	629
Capital Employed	442	1,005	798
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	1.1	8.3	9.1
Return on Capital (%)	-	9.6	30.9	34.9
Pre-tax Profit Margin (%)	-	0.4	3.2	3.6
Return on Investment (%)	-	5.4	16.8	21.2
Rtn. on Total Capital & Reserves (%)	-	22.4	37.5	44.2

Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.71	0.96	0.90
Current Ratio	-	0.73	1.00	0.95

Gearing Ratios				
Total Debt / Net Worth (%)	-	979.3	160.1	131.8
Equity Gearing (%)	-	5.0	28.4	25.8
Income Gearing (Interest Cover) (%)	-	61.2	14.4	11.2

Efficiency Ratios				
Debtor Days Outstanding	-	41	58	56
Working Capital / Sales (%)	-	-8.4	-0.2	-1.6
Stocks / Sales (%)	-	0.8	1.2	1.5
Sales / Capital Employed	-	25.6	9.8	9.9
Sales / Fixed Assets	-	8.1	9.6	8.5
Creditor Days	-	6	10	17
Asset Utilisation	-	2.85	2.62	2.56

Employee Performance				
Pay per Employee (£)	-	28,736	38,793	37,397
Profit per £ of Pay (£)	-	0.02	0.10	0.11
Profit per Employee (£)	-	382	3,780	4,088
Sales per Employee (£)	-	102,509	119,768	115,309
Capital Employed per Employee (£)	-	4,018	12,256	11,735
Fixed Assets per Employee (£)	-	11,464	10,963	11,721
Pay / Sales (%)	-	28.1	32.4	32.5

Other Ratios				
Exports / Sales (%)	-	42.5	38.3	34.1

League Table Positions

Profitability	Position in subsector
Return on Total Assets	92
Return on Capital	90
Pre-tax Profit Margin	93
Return on Investment	85

Liquidity	Position in subsector
Quick Ratio (Acid Test)	101
Current Ratio	110

Gearing	Position in subsector
Total Debt / Net Worth	94
Equity Gearing	96
Income Gearing (Interest Cover)	84

Efficiency	Position in subsector
Debtor Days Outstanding	21
Stocks / Sales	63
Sales / Fixed Assets	99
Asset Utilisation	37

Employee Performance	Position in subsector
Pay per Employee	34
Profit per £ of Pay	66
Sales per Employee	34
Capital Employed per Employee	65
Pay / Sales	53

Growth	Position in subsector
Sales Growth	37
Pre-tax Profit Growth	71
Total Assets Growth	55
Number of Employees Growth	15
Exports Growth	8

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Adelphi International Research Ltd

Address
Adelphi Mill
Grimshaw Lane
Bollington
Macclesfield
SK10 5JB

Telephone
01625 576060

Trading Activity
The provision of market research within the pharmaceutical industry.

Main SIC Codes
74130

Directors (as at Jun 2001)
Angelina M. Dolan
David G. Harrison
Eric S. Cooper
Lloyd T. Morgan
Roger D. Brice

Company Secretary
Sally A. Bray

Auditors
Arthur Andersen

Bankers
National Westminster Bank Plc.

Date Incorporated
04/09/1989

Registered Number
02419446

Previous Name(s) with date(s) of change
Packmid Ltd, 17/01/1990

Holding Company
Adelphi Gp. Ltd

Ultimate Holding Company
Omnicom Gp. Inc.

Profit & Loss

Date of Accounts	31/01/2000	31/12/1998	31/01/1998
	£000s	£000s	£000s
Sales	7,347	4,541	4,672
Pre-tax Profit	1,102	243	416
Exports			
Non-Trading Income	0	0	0
Depreciation	0	0	0
Interest Paid	13	1	2
Auditors Fees	9	0	0
Directors Emoluments	194	98	155
Employee Pay	1,215	880	813
Number of Employees	39	30	27

Balance Sheet

Date of Accounts	31/01/2000	31/12/1998	31/01/1998
	£000s	£000s	£000s
Tangible Fixed Assets	0	0	0
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	0	0	0
Stocks	0	0	0
Trade Debtors	1,443	1,974	785
Other Current Assets	1,614	1,226	995
Total Current Assets	3,057	3,200	1,780
Total Assets	3,057	3,200	1,780
Trade Creditors	353	262	296
Short-Term Loans	0	300	161
Other Current Liabilities	1,383	2,084	832
Total Current Liabilities	1,736	2,646	1,289
T/Assets - C/Liabilities	1,321	554	491
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	1,321	554	491
Capital Employed	1,321	554	491
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	57	48	52

Adelphi International Research Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	32.9	8.3	23.4
Return on Capital (%)	-	76.2	47.6	84.8
Pre-tax Profit Margin (%)	-	15.0	5.4	9.0
Return on Investment (%)	-	77.1	31.0	64.2
Rtn. on Total Capital & Reserves (%)	-	76.2	47.6	84.8
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.77	1.21	1.39
Current Ratio	-	1.77	1.21	1.39
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	54.2	32.8
Equity Gearing (%)	-	76.1	21.0	38.1
Income Gearing (Interest Cover) (%)	-	1.2	0.5	0.5
Efficiency Ratios				
Debtor Days Outstanding	-	79	146	61
Working Capital / Sales (%)	-	19.8	11.3	10.6
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	5.1	8.9	9.6
Sales / Fixed Assets	-	^	^	^
Creditor Days	-	19	19	23
Asset Utilisation	-	2.20	1.54	2.63
Employee Performance				
Pay per Employee (£)	-	28,421	31,778	30,111
Profit per £ of Pay (£)	-	0.91	0.28	0.52
Profit per Employee (£)	-	25,778	8,775	15,407
Sales per Employee (£)	-	171,860	163,981	173,037
Capital Employed per Employee (£)	-	33,872	18,467	18,185
Fixed Assets per Employee (£)	-	0	0	0
Pay / Sales (%)	-	16.6	19.4	17.5
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	20
Return on Capital	33
Pre-tax Profit Margin	19
Return on Investment	17

Liquidity	Position in subsector
Quick Ratio (Acid Test)	17
Current Ratio	21

Gearing	Position in subsector
Total Debt / Net Worth	17
Equity Gearing	27
Income Gearing (Interest Cover)	42

Efficiency	Position in subsector
Debtor Days Outstanding	80
Stocks / Sales	2
Sales / Fixed Assets	-
Asset Utilisation	63

Employee Performance	Position in subsector
Pay per Employee	37
Profit per £ of Pay	9
Sales per Employee	13
Capital Employed per Employee	13
Pay / Sales	82

Growth	Position in subsector
Sales Growth	39
Pre-tax Profit Growth	18
Total Assets Growth	34
Number of Employees Growth	24
Exports Growth	-

Special Notes

Symbols

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- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Albemarle Marketing Research Ltd

Address
83-89 WHITFIELD STREET
LONDON
W1P 5RL

Telephone
02074627272

Fax
02074627561

Trading Activity
The provision of market research into new and existing products on behalf of its clients.

Main SIC Codes
74130

Directors (as at Jun 2001)
Philippe F. P. Couret
Richard Lowe

Company Secretary
Catherine Kurtz

Auditors
Kpmg Audit Plc

Date Incorporated
09/01/1964

Registered Number
00787507

Previous Name(s) with date(s) of change
Albemarle Yankelovich Clancy Shulman Ltd,
10/10/1990
Albemarle Market Research Ltd, 15/09/1989

Holding Company
Saatchi & Saatchi Hldgs. Ltd

Ultimate Holding Company
Saatchi & Saatchi PLC

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	1,104	1,011	1,053
Pre-tax Profit	57	15	-2
Exports			
Non-Trading Income	17	14	6
Depreciation	12	12	15
Interest Paid			0
Auditors Fees	6	6	7
Directors Emoluments	117	82	82
Employee Pay	304	272	276
Number of Employees	11	11	10

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	20	24	30
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	20	24	30
Stocks	2	1	1
Trade Debtors	69	277	273
Other Current Assets	550	302	76
Total Current Assets	621	580	350
Total Assets	641	604	380
Trade Creditors	4	32	60
Short-Term Loans	274	167	60
Other Current Liabilities	294	393	264
Total Current Liabilities	572	592	384
T/Assets - C/Liabilities	69	12	-4
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	69	12	-4
Capital Employed	69	12	-4
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Albemarle Marketing Research Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	8.9	2.5	-0.5
Return on Capital (%)	-	82.7	125.0	^
Pre-tax Profit Margin (%)	-	5.2	1.5	-0.1
Return on Investment (%)	-	-	-	-3.5
Rtn. on Total Capital & Reserves (%)	-	82.7	125.0	^
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.09	0.98	0.91
Current Ratio	-	1.09	0.98	0.92
Gearing Ratios				
Total Debt / Net Worth (%)	-	397.2	1,391.7	^
Equity Gearing (%)	-	12.1	2.1	-1.0
Income Gearing (Interest Cover) (%)	-	-	-	^
Efficiency Ratios				
Debtor Days Outstanding	-	23	100	95
Working Capital / Sales (%)	-	4.5	-1.1	-3.2
Stocks / Sales (%)	-	0.2	0.1	0.1
Sales / Capital Employed	-	16.0	84.3	^
Sales / Fixed Assets	-	55.3	42.2	35.2
Creditor Days	-	1	12	21
Asset Utilisation	-	1.73	1.68	2.78
Employee Performance				
Pay per Employee (£)	-	27,636	24,727	27,600
Profit per £ of Pay (£)	-	0.19	0.06	0.00
Profit per Employee (£)	-	5,182	1,364	-200
Sales per Employee (£)	-	100,364	91,909	105,300
Capital Employed per Employee (£)	-	6,273	1,091	-400
Fixed Assets per Employee (£)	-	1,818	2,182	3,000
Pay / Sales (%)	-	27.6	27.0	26.3
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	71
Return on Capital	29
Pre-tax Profit Margin	64
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	72
Current Ratio	78

Gearing	Position in subsector
Total Debt / Net Worth	88
Equity Gearing	83
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	7
Stocks / Sales	54
Sales / Fixed Assets	16
Asset Utilisation	89

Employee Performance	Position in subsector
Pay per Employee	39
Profit per £ of Pay	45
Sales per Employee	36
Capital Employed per Employee	59
Pay / Sales	55

Growth	Position in subsector
Sales Growth	85
Pre-tax Profit Growth	-
Total Assets Growth	35
Number of Employees Growth	49
Exports Growth	-

Special Notes

Symbols

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- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Andrew Irving Associates Ltd

Address
LLOYDS BANK BUILDING
MUSWELL HILL BROADWAY
LONDON
N10 3RZ

Telephone
02084445678

Fax
02084449221

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Charles A. Irving
Dorothy Irving
Nicola Spicer

Company Secretary
Dorothy Irving

Auditors
Hendon & Co

Date Incorporated
03/02/1988

Registered Number
02216685

Profit & Loss

Date of Accounts	30/04/2000	30/04/1999	30/04/1998
	£000s	£000s	£000s
Sales	591	501	537
Pre-tax Profit	41	28	13
Exports	18	25	27
Non-Trading Income	1	0	0
Depreciation	13	13	12
Interest Paid	2	3	4
Auditors Fees	3	2	3
Directors Emoluments	149	128	126
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	30/04/2000	30/04/1999	30/04/1998
	£000s	£000s	£000s
Tangible Fixed Assets	57	62	43
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	57	62	43
Stocks	0	0	0
Trade Debtors	111	61	79
Other Current Assets	52	57	45
Total Current Assets	163	118	124
Total Assets	220	180	167
Trade Creditors	37	22	31
Short-Term Loans	3	7	8
Other Current Liabilities	69	69	70
Total Current Liabilities	109	98	109
T/Assets - C/Liabilities	111	82	58
Long-Term Loans	2	6	5
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	109	76	53
Capital Employed	111	82	58
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Andrew Irving Associates Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	18.7	15.6	7.8
Return on Capital (%)	-	37.0	34.2	22.5
Pre-tax Profit Margin (%)	-	7.0	5.6	2.5
Return on Investment (%)	-	37.8	34.9	25.8
Rtn. on Total Capital & Reserves (%)	-	37.7	36.9	24.6

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.50	1.21	1.14
Current Ratio	-	1.50	1.21	1.14

Gearing Ratios				
Total Debt / Net Worth (%)	-	4.6	17.2	24.6
Equity Gearing (%)	-	98.2	73.1	46.5
Income Gearing (Interest Cover) (%)	-	4.7	9.7	23.6

Efficiency Ratios				
Debtor Days Outstanding	-	69	44	54
Working Capital / Sales (%)	-	9.2	4.0	2.8
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	5.4	6.2	9.3
Sales / Fixed Assets	-	10.4	8.1	12.5
Creditor Days	-	23	16	21
Asset Utilisation	-	2.69	2.79	3.22

Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-

Other Ratios				
Exports / Sales (%)	-	3.1	5.0	5.1

League Table Positions

Profitability	Position in subsector
Return on Total Assets	43
Return on Capital	57
Pre-tax Profit Margin	54
Return on Investment	40

Liquidity	Position in subsector
Quick Ratio (Acid Test)	29
Current Ratio	38

Gearing	Position in subsector
Total Debt / Net Worth	29
Equity Gearing	18
Income Gearing (Interest Cover)	60

Efficiency	Position in subsector
Debtor Days Outstanding	62
Stocks / Sales	3
Sales / Fixed Assets	91
Asset Utilisation	42

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	80
Pre-tax Profit Growth	14
Total Assets Growth	52
Number of Employees Growth	-
Exports Growth	26

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Benchmark Research Ltd

Address
7 WHITE OAK SQUARE
LONDON ROAD
SWANLEY
KENT
BR8 7AG
Telephone
01322614050
Fax
01322614562
Trading Activity
The provision of market research services.
Main SIC Codes
74130

Directors (as at Jun 2001)
Robert J. Findlay

Company Secretary
Stephen J. Hoare

Auditors
Horwath Clark Whitehill

Date Incorporated
26/08/1977

Registered Number
01327332

Previous Name(s) with date(s) of change
Findlay Sailing Ltd, 09/04/1985

Holding Company
Findlay Publcns. Hldgs. Ltd

Ultimate Holding Company
Findlay Publcns. Hldgs. Ltd

Profit & Loss

Date of Accounts	30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Sales	1,008	1,158	1,350
Pre-tax Profit	-179	-201	23
Exports			
Non-Trading Income	0	0	0
Depreciation	2	11	25
Interest Paid	0	0	0
Auditors Fees	2	2	2
Directors Emoluments	0	0	0
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Tangible Fixed Assets	0	2	13
Intangible Assets	0	0	0
Intermediate Assets	0	10	0
Total Fixed Assets	0	12	13
Stocks	0	0	0
Trade Debtors	0	0	0
Other Current Assets	185	344	592
Total Current Assets	185	344	592
Total Assets	185	356	605
Trade Creditors	0	0	0
Short-Term Loans	0	0	0
Other Current Liabilities	0	38	111
Total Current Liabilities	0	38	111
T/Assets - C/Liabilities	185	318	494
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	41
Total Capital & Reserves	185	318	453
Capital Employed	185	318	494
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-96.7	-56.4	3.9
Return on Capital (%)	-	-96.7	-63.2	4.7
Pre-tax Profit Margin (%)	-	-17.7	-17.3	1.8
Return on Investment (%)	-	-96.7	-63.2	4.7
Rtn. on Total Capital & Reserves (%)	-	-96.7	-63.2	5.1
Liquidity Ratios				
Quick Ratio (Acid Test)	-	^	9.06	5.34
Current Ratio	-	^	9.06	5.34
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.0	0.0
Equity Gearing (%)	-	^	836.9	298.1
Income Gearing (Interest Cover) (%)	-	^	^	0.0
Efficiency Ratios				
Debtor Days Outstanding	-	0	0	0
Working Capital / Sales (%)	-	18.4	26.5	35.7
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	5.5	3.7	2.8
Sales / Fixed Assets	-	^	96.6	103.9
Creditor Days	-	0	0	0
Asset Utilisation	-	5.45	3.26	2.24
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	118
Return on Capital	106
Pre-tax Profit Margin	116
Return on Investment	108

Liquidity	Position in subsector
Quick Ratio (Acid Test)	-
Current Ratio	-

Gearing	Position in subsector
Total Debt / Net Worth	1
Equity Gearing	-
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	1
Stocks / Sales	4
Sales / Fixed Assets	-
Asset Utilisation	3

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	99
Pre-tax Profit Growth	-
Total Assets Growth	108
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

B M R B International Ltd

Address 79-81 UXBRIDGE ROAD HADLEY HOUSE LONDON W5 5SU	
Telephone 02085665000	
Fax 02085799208	
Trading Activity The provision of market research services.	
Main SIC Codes 74130	
Directors (as at Jun 2001) John F. O'Brien David K. Holliss Richard S. P. Silman Simon J. Orton	
Company Secretary David K. Holliss	
Auditors Arthur Andersen	
Bankers National Westminster Bank Plc.	
Date Incorporated 25/04/1933	
Registered Number 00275304	
Previous Name(s) with date(s) of change British Market Research Bureau Ltd, 01/01/1993 Mrb Group Ltd, 02/01/1992 M.R.B. International Ltd, 13/08/1986 British Market Research Bureau Ltd, 31/12/1979	
Holding Company J. Walter Thompson U.K. Hldgs. Ltd	
Ultimate Holding Company Wpp Gp. Plc.	
Main UK Subsidiaries with Turnover (£'000) Mrb Gp. Ltd Mass-Observation Ltd Media Research Consultancy Ltd (The) Telephone Market Research Bureau Ltd Mrb Research Ltd Intl. Market Research Bureau Ltd Mrb Research Gp. Ltd Mrb Intl. Ltd Eur. Market Research Bureau Ltd Optitech Ltd	

Profit & Loss

Date of Accounts	* year analysed in League Tables			
	31/12/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Sales	38,754	36,684	32,042	29,112
Pre-tax Profit	3,196	4,617	11,114	4,304
Exports	4,126	3,057	3,224	3,500
Non-Trading Income	97	46	7,142	1,436
Depreciation	629	632	552	494
Interest Paid	11	62	0	0
Auditors Fees	21	27	27	23
Directors Emoluments	662	704	734	609
Employee Pay	11,322	9,740	8,521	7,437
Number of Employees	408	385	347	336

Balance Sheet

Date of Accounts	31/12/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	1,453	1,360	1,216	1,044
Intangible Assets	5,058	5,009	0	0
Intermediate Assets	1,299	1,299	1,298	2
Total Fixed Assets	7,810	7,668	2,514	1,046
Stocks	3,811	2,833	1,322	1,429
Trade Debtors	8,627	8,092	6,046	5,142
Other Current Assets	75,507	73,862	84,424	78,702
Total Current Assets	87,945	84,787	91,792	85,273
Total Assets	95,755	92,455	94,306	86,319
Trade Creditors	2,656	1,204	1,819	1,335
Short-Term Loans	2,747	2,419	2,355	2,557
Other Current Liabilities	7,231	5,202	6,959	5,715
Total Current Liabilities	12,634	8,825	11,133	9,607
T/Assets - C/Liabilities	83,121	83,630	83,173	76,712
Long-Term Loans	0	0	0	0
Other L/Term Liabilities	474	133	246	276
Total Capital & Reserves	82,647	83,497	82,927	76,436
Capital Employed	83,121	83,630	83,173	76,712
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company's accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

B M R B International Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	3.4	5.0	11.8	5.0
Return on Capital (%)	3.9	5.6	13.4	5.7
Pre-tax Profit Margin (%)	8.3	12.6	34.7	14.8
Return on Investment (%)	3.8	5.5	13.0	5.5
Rtn. on Total Capital & Reserves (%)	3.9	5.6	13.5	5.7

Liquidity Ratios				
Quick Ratio (Acid Test)	6.66	9.29	8.13	8.73
Current Ratio	6.97	9.61	8.25	8.88

Gearing Ratios				
Total Debt / Net Worth (%)	3.6	3.1	2.9	3.4
Equity Gearing (%)	630.6	932.1	728.8	773.5
Income Gearing (Interest Cover) (%)	0.4	1.4	0.0	0.0

Efficiency Ratios				
Debtor Days Outstanding	81	81	69	64
Working Capital / Sales (%)	194.4	207.1	251.8	260.0
Stocks / Sales (%)	9.9	7.8	4.2	5.0
Sales / Capital Employed	0.5	0.5	0.4	0.4
Sales / Fixed Assets	14.1	13.8	12.8	27.9
Creditor Days	25	12	21	17
Asset Utilisation	0.41	0.40	0.34	0.34

Employee Performance				
Pay per Employee (£)	27,750	25,299	24,556	22,134
Profit per £ of Pay (£)	0.29	0.48	1.31	0.58
Profit per Employee (£)	7,833	11,992	32,029	12,810
Sales per Employee (£)	94,985	95,283	92,340	86,643
Capital Employed per Employee (£)	203,728	217,221	239,692	228,310
Fixed Assets per Employee (£)	3,561	3,532	3,504	3,107
Pay / Sales (%)	29.3	26.6	26.6	25.6

Other Ratios				
Exports / Sales (%)	10.7	8.4	10.1	12.1

League Table Positions

Profitability	Position in subsector
Return on Total Assets	87
Return on Capital	92
Pre-tax Profit Margin	31
Return on Investment	84

Liquidity	Position in subsector
Quick Ratio (Acid Test)	1
Current Ratio	1

Gearing	Position in subsector
Total Debt / Net Worth	26
Equity Gearing	1
Income Gearing (Interest Cover)	43

Efficiency	Position in subsector
Debtor Days Outstanding	81
Stocks / Sales	108
Sales / Fixed Assets	81
Asset Utilisation	120

Employee Performance	Position in subsector
Pay per Employee	46
Profit per £ of Pay	21
Sales per Employee	38
Capital Employed per Employee	4
Pay / Sales	59

Growth	Position in subsector
Sales Growth	56
Pre-tax Profit Growth	42
Total Assets Growth	78
Number of Employees Growth	43
Exports Growth	22

Special Notes

1999 PBT includes 17.165m admin expenses (1998 = 15.239m).
On 31.3.98 acquired share capital of Optitech Ltd.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Bostock Marketing Group Ltd

Address
7 HOLT COURT NORTH
HENEAGE STREET WEST
BIRMINGHAM
WEST MIDLANDS
B7 4AX

Telephone
01213336006

Fax
01213336800

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
David A. Bostock
Dawn A. Bostock
Jonathan P. Bostock
June Wiseman
Victoria L. Stait
William A. Vickers

Company Secretary
William A. Vickers

Auditors
Meager Wood Locke & Co

Date Incorporated
03/08/1993

Registered Number
02841970

Previous Name(s) with date(s) of change
Bostock Marketing Ltd, 15/04/1998
Brione Ltd, 21/09/1993

Main UK Subsidiaries with Turnover (£'000)
Bostock Mktg. Intl. Ltd
People Matters Network Ltd

Profit & Loss

Date of Accounts	30/09/2000	* year analysed in League Tables		
		30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s	£000s
Sales	4,295	3,597	1,899	1,786
Pre-tax Profit	292	2	95	177
Exports				
Non-Trading Income	-19	-26		
Depreciation	113	95		
Interest Paid	19	17		
Auditors Fees	5	5		
Directors Emoluments	415	311		
Employee Pay	2,109	1,963	1,057	890
Number of Employees	164	156	100	73

Balance Sheet

Date of Accounts	30/09/2000	30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	180	242		
Intangible Assets	118	157	196	0
Intermediate Assets	0	0		
Total Fixed Assets	298	399	464	41
Stocks	69	98	227	78
Trade Debtors	988	602	966	368
Other Current Assets	274	436	187	110
Total Current Assets	1,331	1,136	1,380	556
Total Assets	1,629	1,535	1,844	597
Trade Creditors	358	473	123	0
Short-Term Loans	90	69		
Other Current Liabilities	441	364		
Total Current Liabilities	889	906	1,198	289
T/Assets - C/Liabilities	740	629	646	308
Long-Term Loans	39	100		
Other L/Term Liabilities	0	0		
Total Capital & Reserves	701	529	537	308
Capital Employed	740	629	646	308
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 30/09/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Bostock Marketing Group Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	18.0	0.2	5.2	29.7
Return on Capital (%)	39.5	0.4	14.8	57.5
Pre-tax Profit Margin (%)	6.8	0.1	5.1	10.0
Return on Investment (%)	37.5	2.8	-	-
Rtn. on Total Capital & Reserves (%)	41.7	0.4	17.7	57.5
Liquidity Ratios				
Quick Ratio (Acid Test)	1.42	1.15	0.97	1.66
Current Ratio	1.50	1.26	1.16	1.93
Gearing Ratios				
Total Debt / Net Worth (%)	22.2	45.5	-	-
Equity Gearing (%)	75.6	52.6	41.1	106.6
Income Gearing (Interest Cover) (%)	6.2	89.5	-	-
Efficiency Ratios				
Debtor Days Outstanding	84	61	186	75
Working Capital / Sales (%)	10.3	6.4	9.6	15.0
Stocks / Sales (%)	1.7	2.8	12.0	4.4
Sales / Capital Employed	5.9	5.8	3.0	5.8
Sales / Fixed Assets	23.9	14.9	7.1	43.6
Creditor Days	30	48	24	0
Asset Utilisation	2.64	2.35	1.03	3.00
Employee Performance				
Pay per Employee (£)	12,860	12,583	10,570	12,192
Profit per £ of Pay (£)	0.14	0.01	0.09	0.20
Profit per Employee (£)	1,780	13	950	2,425
Sales per Employee (£)	26,189	23,058	18,990	24,466
Capital Employed per Employee (£)	4,512	4,032	6,460	4,219
Fixed Assets per Employee (£)	1,098	1,551	-	-
Pay / Sales (%)	49.2	54.6	55.7	49.9
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	95
Return on Capital	95
Pre-tax Profit Margin	95
Return on Investment	86

Liquidity	Position in subsector
Quick Ratio (Acid Test)	62
Current Ratio	56

Gearing	Position in subsector
Total Debt / Net Worth	57
Equity Gearing	48
Income Gearing (Interest Cover)	86

Efficiency	Position in subsector
Debtor Days Outstanding	48
Stocks / Sales	86
Sales / Fixed Assets	74
Asset Utilisation	58

Employee Performance	Position in subsector
Pay per Employee	76
Profit per £ of Pay	69
Sales per Employee	81
Capital Employed per Employee	66
Pay / Sales	2

Growth	Position in subsector
Sales Growth	14
Pre-tax Profit Growth	74
Total Assets Growth	17
Number of Employees Growth	12
Exports Growth	-

Special Notes

On 29.9.98 acquired trade of Bostock Marketing, a partnership operated by J.P. and D.A. Bostock.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

The Brattle Group Ltd

Address
6TH FLOOR
15 BERNERS STREET
LONODN
W1T 3LJ

Trading Activity
The supply of economic and financial
research services to industry.

Main SIC Codes
74130

Directors (as at Jun 2001)
Ansfrid L. Kolbe
Carlos Lapuerta
Gary A. Taylor
Kenneth T. Wise
Marinos A. Maniatis
Paul R. Carpenter

Company Secretary
Carlos Lapuerta

Auditors
Grant Thornton

Bankers
Barclays Bank Plc.

Date Incorporated
23/05/1997

Registered Number
03378171

Holding Company
Brattle Group Inc.

Ultimate Holding Company
Brattle Gp. Inc.

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	1,059	600	141
Pre-tax Profit	117	0	-8
Exports	657	228	
Non-Trading Income	0	0	
Depreciation	16	13	
Interest Paid	0	0	
Auditors Fees	8	3	
Directors Emoluments	6	6	
Employee Pay	165	84	
Number of Employees	5	5	2

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	44	56	
Intangible Assets	0	0	0
Intermediate Assets	0	0	
Total Fixed Assets	44	56	19
Stocks	0	0	0
Trade Debtors	227	89	0
Other Current Assets	112	87	43
Total Current Assets	339	176	43
Total Assets	383	232	62
Trade Creditors	25	1	7
Short-Term Loans	197	173	
Other Current Liabilities	73	66	
Total Current Liabilities	295	240	70
T/Assets - C/Liabilities	88	-8	-8
Long-Term Loans	0	0	
Other L/Term Liabilities	4	0	
Total Capital & Reserves	84	-8	-8
Capital Employed	88	-8	-8
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	32

The Brattle Group Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	30.6	0.0	-20.9
Return on Capital (%)	-	133.0	^	^
Pre-tax Profit Margin (%)	-	11.1	0.0	-5.6
Return on Investment (%)	-	41.1	0.0	-
Rtn. on Total Capital & Reserves (%)	-	139.3	^	^

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.15	0.74	0.62
Current Ratio	-	1.15	0.74	0.62

Gearing Ratios				
Total Debt / Net Worth (%)	-	234.6	^	-
Equity Gearing (%)	-	28.1	-3.3	-11.4
Income Gearing (Interest Cover) (%)	-	0.0	^	-

Efficiency Ratios				
Debtor Days Outstanding	-	78	54	0
Working Capital / Sales (%)	-	4.2	-10.6	-11.7
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	12.1	^	^
Sales / Fixed Assets	-	24.1	10.8	12.1
Creditor Days	-	9	1	11
Asset Utilisation	-	2.77	2.59	3.70

Employee Performance				
Pay per Employee (£)	-	33,000	16,800	-
Profit per £ of Pay (£)	-	0.71	0.00	-
Profit per Employee (£)	-	23,400	0	-6,500
Sales per Employee (£)	-	211,800	120,000	114,563
Capital Employed per Employee (£)	-	17,600	-1,600	-4,000
Fixed Assets per Employee (£)	-	8,800	11,200	-
Pay / Sales (%)	-	15.6	14.0	-

Other Ratios				
Exports / Sales (%)	-	62.1	38.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	21
Return on Capital	14
Pre-tax Profit Margin	34
Return on Investment	36

Liquidity	Position in subsector
Quick Ratio (Acid Test)	63
Current Ratio	67

Gearing	Position in subsector
Total Debt / Net Worth	77
Equity Gearing	66
Income Gearing (Interest Cover)	31

Efficiency	Position in subsector
Debtor Days Outstanding	77
Stocks / Sales	33
Sales / Fixed Assets	48
Asset Utilisation	40

Employee Performance	Position in subsector
Pay per Employee	22
Profit per £ of Pay	12
Sales per Employee	9
Capital Employed per Employee	29
Pay / Sales	83

Growth	Position in subsector
Sales Growth	5
Pre-tax Profit Growth	-
Total Assets Growth	4
Number of Employees Growth	10
Exports Growth	-

Special Notes

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

The Business Advantage Group PLC

Address
ST JOHN’S HOUSE
KNOLL RISE
ORPINGTON
KENT
BR6 0JX
Trading Activity
A group engaged in the provision of market research and business consultancy services.
Main SIC Codes
74130
72400
Directors (as at Jun 2001)
David M. Eaton
Susan J. Hannay
Christopher L. Turner
Company Secretary
Susan G. Turner
Auditors
Roffe Swayne
Bankers
Barclays Bank Plc.
Date Incorporated
17/04/1998
Registered Number
03548265
Main UK Subsidiaries with Turnover (£'000)
The Research Advantage Ltd
The Database Advantage Ltd

Profit & Loss

Date of Accounts	30/04/2000	30/04/1999
	£000s	£000s
Sales	542	472
Pre-tax Profit	11	11
Exports		
Non-Trading Income	0	0
Depreciation	6	6
Interest Paid	0	0
Auditors Fees	2	2
Directors Emoluments	95	73
Employee Pay	249	220
Number of Employees	20	15

Balance Sheet

Date of Accounts	30/04/2000	30/04/1999
	£000s	£000s
Tangible Fixed Assets	15	17
Intangible Assets	0	0
Intermediate Assets	0	0
<i>Total Fixed Assets</i>	15	17
Stocks	0	0
Trade Debtors	56	100
Other Current Assets	53	18
<i>Total Current Assets</i>	109	118
Total Assets	124	135
Trade Creditors	25	29
Short-Term Loans	14	12
Other Current Liabilities	59	72
<i>Total Current Liabilities</i>	98	113
T/Assets - C/Liabilities	26	22
Long-Term Loans	0	0
Other L/Term Liabilities	0	1
Total Capital & Reserves	26	21
Capital Employed	26	22
Type of Accounts	Consolidated	Consolidated
Number of weeks	52	54

The Business Advantage Group PLC

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	8.9	7.9	-
Return on Capital (%)	-	42.4	48.2	-
Pre-tax Profit Margin (%)	-	2.1	2.4	-
Return on Investment (%)	-	27.6	31.2	-
Rtn. on Total Capital & Reserves (%)	-	42.4	50.5	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.12	1.05	-
Current Ratio	-	1.12	1.05	-
Gearing Ratios				
Total Debt / Net Worth (%)	-	53.9	57.2	-
Equity Gearing (%)	-	26.6	18.5	-
Income Gearing (Interest Cover) (%)	-	0.0	0.0	-
Efficiency Ratios				
Debtor Days Outstanding	-	38	80	-
Working Capital / Sales (%)	-	2.1	1.2	-
Stocks / Sales (%)	-	0.0	0.0	-
Sales / Capital Employed	-	20.9	20.7	-
Sales / Fixed Assets	-	36.2	26.8	-
Creditor Days	-	17	23	-
Asset Utilisation	-	4.38	3.37	-
Employee Performance				
Pay per Employee (£)	-	12,450	14,123	-
Profit per £ of Pay (£)	-	0.05	0.06	-
Profit per Employee (£)	-	550	706	-
Sales per Employee (£)	-	27,100	30,301	-
Capital Employed per Employee (£)	-	1,300	1,467	-
Fixed Assets per Employee (£)	-	750	1,133	-
Pay / Sales (%)	-	46.0	46.7	-
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	70
Return on Capital	54
Pre-tax Profit Margin	82
Return on Investment	54
Liquidity	Position in subsector
Quick Ratio (Acid Test)	64
Current Ratio	73
Gearing	Position in subsector
Total Debt / Net Worth	59
Equity Gearing	69
Income Gearing (Interest Cover)	18
Efficiency	Position in subsector
Debtor Days Outstanding	17
Stocks / Sales	45
Sales / Fixed Assets	30
Asset Utilisation	5
Employee Performance	Position in subsector
Pay per Employee	77
Profit per £ of Pay	61
Sales per Employee	79
Capital Employed per Employee	76
Pay / Sales	12
Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Business Development Research Consultants Ltd

Address
KINGSBOURNE HOUSE
229-231 HIGH HOLBORN
LONDON
WC1V 7DA

Telephone
02074001000

Fax
02074054778

Trading Activity
Market research consultants.

Main SIC Codes
74130

Directors (as at Jun 2001)
Rebecca J. Sugden
Thomas C. Tarrant
Anthony C. Wornell
Ian P. Stevens

Company Secretary
Thomas C. Tarrant

Auditors
Neuhoff & Co

Bankers
Barclays Bank Plc.

Date Incorporated
31/01/1991

Registered Number
02578457

Previous Name(s) with date(s) of change
Indexboom Ltd, 18/03/1991

Profit & Loss

Date of Accounts	30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Sales	3,976	3,515	2,984
Pre-tax Profit	258	306	220
Exports	1,752	903	
Non-Trading Income	58	49	
Depreciation	35	40	
Interest Paid	1	1	
Auditors Fees	3	2	
Directors Emoluments	494	667	
Employee Pay	889	1,018	809
Number of Employees	19	19	16

Balance Sheet

Date of Accounts	30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Tangible Fixed Assets	172	80	
Intangible Assets	0	0	0
Intermediate Assets	1	0	
Total Fixed Assets	173	80	127
Stocks	289	308	175
Trade Debtors	949	1,193	697
Other Current Assets	1,038	761	642
Total Current Assets	2,276	2,262	1,514
Total Assets	2,449	2,342	1,641
Trade Creditors	570	195	224
Short-Term Loans	0	0	
Other Current Liabilities	845	1,282	
Total Current Liabilities	1,415	1,477	970
T/Assets - C/Liabilities	1,034	865	671
Long-Term Loans	0	4	
Other L/Term Liabilities	0	0	
Total Capital & Reserves	1,034	861	666
Capital Employed	1,034	865	671
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Business Development Research Consultants Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	10.6	13.1	13.5
Return on Capital (%)	-	25.0	35.4	32.8
Pre-tax Profit Margin (%)	-	6.5	8.8	7.4
Return on Investment (%)	-	25.1	35.5	-
Rtn. on Total Capital & Reserves (%)	-	25.0	35.6	33.1
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.41	1.33	1.39
Current Ratio	-	1.61	1.54	1.57
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.5	-
Equity Gearing (%)	-	73.1	58.2	68.4
Income Gearing (Interest Cover) (%)	-	0.4	0.4	-
Efficiency Ratios				
Debtor Days Outstanding	-	87	124	85
Working Capital / Sales (%)	-	21.7	22.4	18.3
Stocks / Sales (%)	-	7.3	8.8	5.9
Sales / Capital Employed	-	3.9	4.1	4.5
Sales / Fixed Assets	-	23.0	44.0	23.5
Creditor Days	-	52	20	27
Asset Utilisation	-	1.63	1.51	1.82
Employee Performance				
Pay per Employee (£)	-	46,789	53,579	50,563
Profit per £ of Pay (£)	-	0.30	0.31	0.28
Profit per Employee (£)	-	13,579	16,105	13,750
Sales per Employee (£)	-	209,263	185,000	186,500
Capital Employed per Employee (£)	-	54,421	45,526	41,938
Fixed Assets per Employee (£)	-	9,053	4,211	-
Pay / Sales (%)	-	22.4	29.0	27.2
Other Ratios				
Exports / Sales (%)	-	44.1	25.7	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	67
Return on Capital	72
Pre-tax Profit Margin	56
Return on Investment	58

Liquidity	Position in subsector
Quick Ratio (Acid Test)	41
Current Ratio	27

Gearing	Position in subsector
Total Debt / Net Worth	14
Equity Gearing	33
Income Gearing (Interest Cover)	35

Efficiency	Position in subsector
Debtor Days Outstanding	91
Stocks / Sales	107
Sales / Fixed Assets	49
Asset Utilisation	91

Employee Performance	Position in subsector
Pay per Employee	8
Profit per £ of Pay	34
Sales per Employee	11
Capital Employed per Employee	8
Pay / Sales	71

Growth	Position in subsector
Sales Growth	48
Pre-tax Profit Growth	38
Total Assets Growth	41
Number of Employees Growth	39
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Address THE COURT BUXTON ROAD HIGH LANE STOCKPORT CHESHIRE SK6 8DX
Telephone 01663765115
Fax 01663762362
Trading Activity The provision of market research.
Main SIC Codes 74130
Directors (as at Jun 2001) Andrew E. C. Vincent Catherine A. Roberts Catherine A. Snook Janet E. Allcock John E. Lawrence Susan L. Coyne
Company Secretary Catherine A. Snook
Auditors Pannell Kerr Forster
Date Incorporated 08/08/1996
Registered Number 03235776
Previous Name(s) with date(s) of change Business &Market Research Ltd, 20/12/1996 Beautypacket Ltd, 18/12/1996
Main UK Subsidiaries with Turnover (£'000) Beautypacket Ltd

Profit & Loss

Date of Accounts	30/11/2000	* year analysed in League Tables		
		30/11/1999	30/11/1998	30/11/1997
	£000s	£000s	£000s	£000s
Sales	6,424	5,515	5,503	5,454
Pre-tax Profit	666	226	396	221
Exports				
Non-Trading Income	23	11	26	19
Depreciation	101	113	129	179
Interest Paid	69	97	121	155
Auditors Fees	8	8	8	7
Directors Emoluments	359	359	339	372
Employee Pay	2,119	2,079	1,604	1,539
Number of Employees	105	106	92	82

Balance Sheet

Date of Accounts	30/11/2000	30/11/1999	30/11/1998	30/11/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	726	724	801	765
Intangible Assets	1,755	1,755	1,755	1,755
Intermediate Assets	0	0	119	126
Total Fixed Assets	2,481	2,479	2,675	2,646
Stocks	178	76	87	110
Trade Debtors	929	1,281	954	874
Other Current Assets	1,069	391	427	359
Total Current Assets	2,176	1,748	1,468	1,343
Total Assets	4,657	4,227	4,143	3,989
Trade Creditors	227	136	127	66
Short-Term Loans	274	269	272	220
Other Current Liabilities	1,702	1,357	1,069	961
Total Current Liabilities	2,203	1,762	1,468	1,247
T/Assets - C/Liabilities	2,454	2,465	2,675	2,742
Long-Term Loans	329	597	888	1,171
Other L/Term Liabilities	12	6	12	10
Total Capital & Reserves	2,113	1,862	1,775	1,561
Capital Employed	2,454	2,465	2,675	2,742
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	60

* The Company’s accounts for 30/11/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Business & Market Research Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	14.4	5.4	9.6	4.9
Return on Capital (%)	27.2	9.2	14.9	7.0
Pre-tax Profit Margin (%)	10.4	4.1	7.2	4.1
Return on Investment (%)	27.0	11.9	17.6	11.1
Rtn. on Total Capital & Reserves (%)	31.6	12.2	22.4	12.3
Liquidity Ratios				
Quick Ratio (Acid Test)	0.91	0.95	0.95	0.99
Current Ratio	0.99	1.00	1.00	1.08
Gearing Ratios				
Total Debt / Net Worth (%)	168.5	809.4	5,800.0	^
Equity Gearing (%)	83.1	78.8	75.0	64.3
Income Gearing (Interest Cover) (%)	9.4	30.1	23.5	41.3
Efficiency Ratios				
Debtor Days Outstanding	53	85	63	67
Working Capital / Sales (%)	-0.4	-0.2	0.0	2.1
Stocks / Sales (%)	2.8	1.4	1.6	2.4
Sales / Capital Employed	2.7	2.3	2.1	1.8
Sales / Fixed Assets	8.9	7.7	6.0	5.4
Creditor Days	13	9	8	5
Asset Utilisation	1.38	1.31	1.33	1.19
Employee Performance				
Pay per Employee (£)	20,181	19,613	17,435	16,266
Profit per £ of Pay (£)	0.32	0.11	0.25	0.15
Profit per Employee (£)	6,343	2,132	4,304	2,336
Sales per Employee (£)	61,181	52,028	59,815	57,644
Capital Employed per Employee (£)	23,371	23,255	29,076	33,439
Fixed Assets per Employee (£)	6,914	6,830	8,707	9,329
Pay / Sales (%)	33.0	37.7	29.2	28.3
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	84
Return on Capital	91
Pre-tax Profit Margin	72
Return on Investment	78
Liquidity	Position in subsector
Quick Ratio (Acid Test)	89
Current Ratio	91
Gearing	Position in subsector
Total Debt / Net Worth	93
Equity Gearing	25
Income Gearing (Interest Cover)	81
Efficiency	Position in subsector
Debtor Days Outstanding	85
Stocks / Sales	72
Sales / Fixed Assets	100
Asset Utilisation	106
Employee Performance	Position in subsector
Pay per Employee	61
Profit per £ of Pay	56
Sales per Employee	69
Capital Employed per Employee	20
Pay / Sales	24
Growth	Position in subsector
Sales Growth	65
Pre-tax Profit Growth	36
Total Assets Growth	79
Number of Employees Growth	28
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Carat Insight Ltd

Address
43-49 PARKER ST
LONDON
WC2B 5PS

Telephone
02074306340

Fax
02074306341

Trading Activity
The provision of media research information,
mainly to fellow group undertakings.

Main SIC Codes
74130

Directors (as at Jun 2001)
Alison Drummond
Barbara L. Moyses
David C. Peters
Jared C. Glanvill
John C. Svendsen
John L. Foster
Jonathan D. Cook
Mark J. Greenstreet
Mark P. Jamison
Mark R. B. Craze

Company Secretary
John L. Foster

Auditors
Pricewaterhousecoopers

Date Incorporated
26/04/1990

Registered Number
02496207

Previous Name(s) with date(s) of change
Carat Research UK Ltd, 20/02/1997
Spotnovel Ltd, 06/08/1990

Ultimate Holding Company
Aegis Gp. PLC

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	2,001	1,674	1,160
Pre-tax Profit	197	206	4
Exports	0	0	0
Non-Trading Income	19	17	16
Depreciation	64	66	41
Interest Paid	3	4	4
Auditors Fees	5	4	5
Directors Emoluments	503	418	401
Employee Pay	725	677	598
Number of Employees	16	15	13

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	109	146	77
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	109	146	77
Stocks	0	0	0
Trade Debtors	223	87	110
Other Current Assets	506	297	494
Total Current Assets	729	384	604
Total Assets	838	530	681
Trade Creditors	111	70	78
Short-Term Loans	60	15	258
Other Current Liabilities	482	387	403
Total Current Liabilities	653	472	739
T/Assets - C/Liabilities	185	58	-58
Long-Term Loans	0	10	26
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	185	48	-84
Capital Employed	185	58	-58
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	23.6	38.9	0.6
Return on Capital (%)	-	106.5	355.2	^
Pre-tax Profit Margin (%)	-	9.9	12.4	0.4
Return on Investment (%)	-	81.7	287.7	4.0
Rtn. on Total Capital & Reserves (%)	-	106.5	429.2	^

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.12	0.82	0.82
Current Ratio	-	1.12	0.82	0.82

Gearing Ratios				
Total Debt / Net Worth (%)	-	32.5	52.1	^
Equity Gearing (%)	-	28.4	10.0	-10.9
Income Gearing (Interest Cover) (%)	-	1.6	2.0	50.0

Efficiency Ratios				
Debtor Days Outstanding	-	41	19	35
Working Capital / Sales (%)	-	3.8	-5.2	-11.6
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	10.9	28.9	^
Sales / Fixed Assets	-	18.4	11.5	15.1
Creditor Days	-	20	15	25
Asset Utilisation	-	2.39	3.16	1.71

Employee Performance				
Pay per Employee (£)	-	45,313	45,133	46,000
Profit per £ of Pay (£)	-	0.28	0.31	0.01
Profit per Employee (£)	-	12,313	13,733	308
Sales per Employee (£)	-	125,063	111,600	89,231
Capital Employed per Employee (£)	-	11,563	3,867	-4,462
Fixed Assets per Employee (£)	-	6,813	9,733	5,923
Pay / Sales (%)	-	36.3	40.5	51.6

Other Ratios				
Exports / Sales (%)	-	0.0	0.0	0.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	31
Return on Capital	19
Pre-tax Profit Margin	38
Return on Investment	14

Liquidity	Position in subsector
Quick Ratio (Acid Test)	66
Current Ratio	74

Gearing	Position in subsector
Total Debt / Net Worth	52
Equity Gearing	65
Income Gearing (Interest Cover)	45

Efficiency	Position in subsector
Debtor Days Outstanding	20
Stocks / Sales	7
Sales / Fixed Assets	61
Asset Utilisation	54

Employee Performance	Position in subsector
Pay per Employee	10
Profit per £ of Pay	36
Sales per Employee	26
Capital Employed per Employee	38
Pay / Sales	32

Growth	Position in subsector
Sales Growth	22
Pre-tax Profit Growth	1
Total Assets Growth	59
Number of Employees Growth	35
Exports Growth	-

Special Notes

Symbols

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 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Citigate D V L Smith Ltd

Address
SOLAR HOUSE
1-9 ROMFORD ROAD
LONDON
E15 4LJ

Telephone
02082211100

Fax
02082210333

Trading Activity
A group engaged as market research consultants.

Main SIC Codes
74130

Directors (as at Jun 2001)
Kevin B. Steeds
David V. L. Smith
Andrew J. Dexter

Company Secretary
Richard S. Nichols

Auditors
Fredericks

Bankers
Lloyds Bank Plc.

Date Incorporated
10/04/1990

Registered Number
02491595

Previous Name(s) with date(s) of change
D V L Smith Group Ltd, 09/08/2000
D.V.L. Smith Ltd, 31/03/1998
D.V.L. Smith & Associates Ltd, 14/06/1993

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	2,965	2,483	2,295
Pre-tax Profit	129	52	171
Exports	0	0	
Non-Trading Income	7	17	8
Depreciation	28	29	31
Interest Paid	5	3	2
Auditors Fees	17	13	6
Directors Emoluments	436	455	285
Employee Pay	886	828	
Number of Employees	22	20	

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	49	60	53
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	49	60	53
Stocks	8	42	6
Trade Debtors	478	494	386
Other Current Assets	355	388	451
Total Current Assets	841	924	843
Total Assets	890	984	896
Trade Creditors	193	128	144
Short-Term Loans	6	163	12
Other Current Liabilities	204	128	199
Total Current Liabilities	403	419	355
T/Assets - C/Liabilities	487	565	541
Long-Term Loans	11	15	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	476	550	541
Capital Employed	487	565	541
Type of Accounts	Consolidated	Consolidated	Unconsolidated
Number of weeks	52	52	52

Citigate D V L Smith Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	14.5	5.3	19.1
Return on Capital (%)	-	26.5	9.3	31.7
Pre-tax Profit Margin (%)	-	4.4	2.1	7.5
Return on Investment (%)	-	27.2	7.6	31.3
Rtn. on Total Capital & Reserves (%)	-	27.2	9.5	31.7

Liquidity Ratios				
Quick Ratio (Acid Test)	-	2.07	2.11	2.36
Current Ratio	-	2.09	2.21	2.38

Gearing Ratios				
Total Debt / Net Worth (%)	-	3.6	32.4	2.3
Equity Gearing (%)	-	115.0	126.8	152.4
Income Gearing (Interest Cover) (%)	-	3.8	5.5	1.2

Efficiency Ratios				
Debtor Days Outstanding	-	59	73	61
Working Capital / Sales (%)	-	14.8	20.4	21.3
Stocks / Sales (%)	-	0.3	1.7	0.3
Sales / Capital Employed	-	6.1	4.4	4.3
Sales / Fixed Assets	-	60.6	41.4	43.4
Creditor Days	-	24	19	23
Asset Utilisation	-	3.34	2.53	2.57

Employee Performance				
Pay per Employee (£)	-	40,273	41,400	-
Profit per £ of Pay (£)	-	0.15	0.07	-
Profit per Employee (£)	-	5,864	2,600	-
Sales per Employee (£)	-	134,773	124,150	-
Capital Employed per Employee (£)	-	22,136	28,250	-
Fixed Assets per Employee (£)	-	2,227	3,000	-
Pay / Sales (%)	-	29.9	33.4	-

Other Ratios				
Exports / Sales (%)	-	0.0	0.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	55
Return on Capital	69
Pre-tax Profit Margin	69
Return on Investment	55

Liquidity	Position in subsector
Quick Ratio (Acid Test)	10
Current Ratio	11

Gearing	Position in subsector
Total Debt / Net Worth	27
Equity Gearing	13
Income Gearing (Interest Cover)	55

Efficiency	Position in subsector
Debtor Days Outstanding	41
Stocks / Sales	58
Sales / Fixed Assets	14
Asset Utilisation	20

Employee Performance	Position in subsector
Pay per Employee	14
Profit per £ of Pay	54
Sales per Employee	24
Capital Employed per Employee	22
Pay / Sales	48

Growth	Position in subsector
Sales Growth	50
Pre-tax Profit Growth	57
Total Assets Growth	88
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

C I T Research Ltd

Address 32 WIGMORE STREET LONDON W1H 0EB
Telephone 020 74863500
Fax 020 73168201
Trading Activity The provision of market research and consultancy services. The company ceased to trade on 31.7.00.
Main SIC Codes 74130
Directors (as at Jun 2001) Emma Whitten Jill Whitten Pankaj Shah
Company Secretary Susan M. Cadwallader
Auditors Singer Home Desai & Co
Date Incorporated 24/05/1993
Registered Number 02820690
Holding Company Communications & Information Technology (Cit) Holdings Ltd
Ultimate Holding Company Novaswift Ltd

Profit & Loss

Date of Accounts	31/07/1999	31/07/1998	31/07/1997
	£000s	£000s	£000s
Sales	551	841	1,079
Pre-tax Profit	-26	-80	71
Exports	321	583	778
Non-Trading Income	0	0	0
Depreciation	33	43	36
Interest Paid	1	2	1
Auditors Fees	3	3	3
Directors Emoluments	71	52	38
Employee Pay	242	351	328
Number of Employees	13	20	20

Balance Sheet

Date of Accounts	31/07/1999	31/07/1998	31/07/1997
	£000s	£000s	£000s
Tangible Fixed Assets	100	128	122
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	100	128	122
Stocks	0	0	0
Trade Debtors	73	124	130
Other Current Assets	107	66	71
Total Current Assets	180	190	201
Total Assets	280	318	323
Trade Creditors	16	37	29
Short-Term Loans	243	217	119
Other Current Liabilities	19	37	79
Total Current Liabilities	278	291	227
T/Assets - C/Liabilities	2	27	96
Long-Term Loans	0	0	2
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	2	27	94
Capital Employed	2	27	96
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-9.2	-25.1	22.0
Return on Capital (%)	-	-1,300.0	-296.2	74.0
Pre-tax Profit Margin (%)	-	-4.7	-9.5	6.6
Return on Investment (%)	-	-10.2	-31.9	33.5
Rtn. on Total Capital & Reserves (%)	-	-1,300.0	-296.2	75.6

Liquidity Ratios

Quick Ratio (Acid Test)	-	0.65	0.66	0.89
Current Ratio	-	0.65	0.66	0.89

Gearing Ratios

Total Debt / Net Worth (%)	-	12,150.0	803.8	128.8
Equity Gearing (%)	-	0.8	9.3	41.1
Income Gearing (Interest Cover) (%)	-	^	^	1.4

Efficiency Ratios

Debtor Days Outstanding	-	48	54	44
Working Capital / Sales (%)	-	-17.7	-12.0	-2.4
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	275.6	31.2	11.3
Sales / Fixed Assets	-	5.6	6.6	8.9
Creditor Days	-	11	16	10
Asset Utilisation	-	1.97	2.65	3.35

Employee Performance

Pay per Employee (£)	-	18,615	17,550	16,400
Profit per £ of Pay (£)	-	-0.10	-0.22	0.22
Profit per Employee (£)	-	-2,000	-4,000	3,550
Sales per Employee (£)	-	42,385	42,050	53,950
Capital Employed per Employee (£)	-	154	1,350	4,800
Fixed Assets per Employee (£)	-	7,692	6,400	6,100
Pay / Sales (%)	-	44.0	41.8	30.4

Other Ratios

Exports / Sales (%)	-	58.3	69.4	72.2
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League Table Positions

Profitability	Position in subsector
Return on Total Assets	106
Return on Capital	110
Pre-tax Profit Margin	107
Return on Investment	94

Liquidity	Position in subsector
Quick Ratio (Acid Test)	103
Current Ratio	113

Gearing	Position in subsector
Total Debt / Net Worth	97
Equity Gearing	101
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	26
Stocks / Sales	5
Sales / Fixed Assets	110
Asset Utilisation	77

Employee Performance	Position in subsector
Pay per Employee	65
Profit per £ of Pay	79
Sales per Employee	73
Capital Employed per Employee	79
Pay / Sales	14

Growth	Position in subsector
Sales Growth	104
Pre-tax Profit Growth	-
Total Assets Growth	95
Number of Employees Growth	69
Exports Growth	33

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

City Research Group PLC

Address
SECOND AND FORTH FLOOR LECTOR
FARRINGDON ROAD
LONDON
EC1R 3AD

Telephone
020 78331338

Fax
020 72780425

Trading Activity
A group engaged in the provision of financial and other market research and marketing consultancy services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Barbara A. Dakar
Catherine A. K. Coulson
Julie C. Irwin
Patrick G. Healy
Peter A. Bartram
Sara J. McFadzean
William E. Lipner
Nigel G. Spackman

Company Secretary
Patrick G. Healy

Auditors
Arthur Andersen

Date Incorporated
11/05/1978

Registered Number
01368041

Previous Name(s) with date(s) of change
City Research Group Ltd, 05/01/1990
City Research Associates Ltd, 30/11/1989

Holding Company
Info Worldwide Inc.

Ultimate Holding Company
Nfo Worldwide Inc.

Main UK Subsidiaries with Turnover	(£'000)
City Research Assocts. Ltd	1,778
Applied Research & Comms. Ltd	1,032
C.C. & C. Research Ltd	475
Strategic Mktg. Consultancy Ltd	

Profit & Loss

Date of Accounts	31/12/1999	30/11/1998	30/11/1997
	£000s	£000s	£000s
Sales	2,810	2,687	2,618
Pre-tax Profit	-345	-162	65
Exports	0	0	
Non-Trading Income	0	0	0
Depreciation	52	43	34
Interest Paid	16	16	16
Auditors Fees	18	18	16
Directors Emoluments	515	464	407
Employee Pay	1,041	980	811
Number of Employees	33	29	28

Balance Sheet

Date of Accounts	31/12/1999	30/11/1998	30/11/1997
	£000s	£000s	£000s
Tangible Fixed Assets	150	138	101
Intangible Assets	0	0	0
Intermediate Assets	1	1	0
Total Fixed Assets	151	139	101
Stocks	230	374	350
Trade Debtors	275	362	217
Other Current Assets	150	101	121
Total Current Assets	655	837	688
Total Assets	806	976	789
Trade Creditors	278	191	122
Short-Term Loans	353	50	56
Other Current Liabilities	355	558	289
Total Current Liabilities	986	799	467
T/Assets - C/Liabilities	-180	177	322
Long-Term Loans	38	56	44
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	-218	121	278
Capital Employed	-180	177	322
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	57	52	52

City Research Group PLC

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-39.0	-16.5	8.3
Return on Capital (%)	-	^	-91.5	20.2
Pre-tax Profit Margin (%)	-	-12.2	-6.0	2.5
Return on Investment (%)	-	-173.4	-64.3	21.5
Rtn. on Total Capital & Reserves (%)	-	^	-133.8	23.4
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.44	0.58	0.73
Current Ratio	-	0.67	1.05	1.48
Gearing Ratios				
Total Debt / Net Worth (%)	-	^	87.7	36.0
Equity Gearing (%)	-	-21.2	14.2	54.5
Income Gearing (Interest Cover) (%)	-	^	^	19.8
Efficiency Ratios				
Debtor Days Outstanding	-	39	49	30
Working Capital / Sales (%)	-	-12.9	1.5	8.5
Stocks / Sales (%)	-	9.0	14.0	13.4
Sales / Capital Employed	-	^	15.2	8.2
Sales / Fixed Assets	-	17.0	19.4	26.0
Creditor Days	-	40	26	17
Asset Utilisation	-	3.19	2.76	3.32
Employee Performance				
Pay per Employee (£)	-	28,778	33,793	28,964
Profit per £ of Pay (£)	-	-0.33	-0.16	0.09
Profit per Employee (£)	-	-9,537	-5,586	2,321
Sales per Employee (£)	-	77,682	92,655	93,500
Capital Employed per Employee (£)	-	-5,455	6,103	11,500
Fixed Assets per Employee (£)	-	4,545	4,759	3,607
Pay / Sales (%)	-	37.1	36.5	31.0
Other Ratios				
Exports / Sales (%)	-	0.0	0.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	116
Return on Capital	-
Pre-tax Profit Margin	115
Return on Investment	109

Liquidity	Position in subsector
Quick Ratio (Acid Test)	117
Current Ratio	111

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	112
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	18
Stocks / Sales	110
Sales / Fixed Assets	68
Asset Utilisation	26

Employee Performance	Position in subsector
Pay per Employee	33
Profit per £ of Pay	87
Sales per Employee	48
Capital Employed per Employee	85
Pay / Sales	27

Growth	Position in subsector
Sales Growth	88
Pre-tax Profit Growth	-
Total Assets Growth	84
Number of Employees Growth	38
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Conquest Research & Consultancy Ltd

Address
SURREY HO
34 EDEN ST
KINGSTON UPON THAMES
SURREY
KT1 1ER

Telephone
02084813999

Fax
02085471788

Trading Activity
Market research consultants.

Main SIC Codes
74130

Directors (as at Jun 2001)
David C. Penn
Patricia L. Garth

Company Secretary
Chiew S. Penn

Auditors
Menzies

Bankers
Lloyds Bank Plc.

Date Incorporated
02/03/1989

Registered Number
02354406

Previous Name(s) with date(s) of change
Hovedot Ltd, 27/04/1989

Profit & Loss

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Sales	3,146	3,030	2,711
Pre-tax Profit	127	274	207
Exports			
Non-Trading Income	0	2	
Depreciation	54	51	
Interest Paid	2	3	
Auditors Fees	7	6	
Directors Emoluments	236	265	
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Tangible Fixed Assets	148	145	
Intangible Assets	4	8	12
Intermediate Assets	0	0	
Total Fixed Assets	152	153	150
Stocks	76	67	50
Trade Debtors	427	590	408
Other Current Assets	181	98	301
Total Current Assets	684	755	759
Total Assets	836	908	909
Trade Creditors	127	150	210
Short-Term Loans	7	43	
Other Current Liabilities	419	392	
Total Current Liabilities	553	585	659
T/Assets - C/Liabilities	283	323	250
Long-Term Loans	20	16	
Other L/Term Liabilities	0	0	
Total Capital & Reserves	263	307	250
Capital Employed	283	323	250
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Conquest Research & Consultancy Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	15.2	30.2	22.8
Return on Capital (%)	-	44.9	84.9	82.8
Pre-tax Profit Margin (%)	-	4.1	9.1	7.7
Return on Investment (%)	-	44.5	75.7	-
Rtn. on Total Capital & Reserves (%)	-	48.3	89.3	82.8
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.10	1.18	1.08
Current Ratio	-	1.24	1.30	1.16
Gearing Ratios				
Total Debt / Net Worth (%)	-	10.5	19.8	-
Equity Gearing (%)	-	45.9	51.1	38.0
Income Gearing (Interest Cover) (%)	-	1.6	1.1	-
Efficiency Ratios				
Debtor Days Outstanding	-	50	71	55
Working Capital / Sales (%)	-	4.2	5.7	3.7
Stocks / Sales (%)	-	2.5	2.3	1.9
Sales / Capital Employed	-	11.2	9.4	10.9
Sales / Fixed Assets	-	21.3	20.9	19.7
Creditor Days	-	15	18	28
Asset Utilisation	-	3.77	3.34	2.99
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	53
Return on Capital	52
Pre-tax Profit Margin	70
Return on Investment	35
Liquidity	Position in subsector
Quick Ratio (Acid Test)	68
Current Ratio	57
Gearing	Position in subsector
Total Debt / Net Worth	38
Equity Gearing	52
Income Gearing (Interest Cover)	44
Efficiency	Position in subsector
Debtor Days Outstanding	31
Stocks / Sales	83
Sales / Fixed Assets	51
Asset Utilisation	13
Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-
Growth	Position in subsector
Sales Growth	66
Pre-tax Profit Growth	61
Total Assets Growth	91
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Consensus Research International Ltd

Address
1-2 CASTLE LANE
LONDON
SW1E 6DR

Telephone
02075921700

Fax
02078287752

Trading Activity
Market research consultants.

Main SIC Codes
74130

Directors (as at Jun 2001)
Michael S. C. Hannah
Russell Bell
Sarah Horack
Susan P. Jarvis
Witold G. Hedinger

Company Secretary
Witold G. Hedinger

Auditors
Hextall Meakin

Date Incorporated
11/07/1990

Registered Number
02521126

Previous Name(s) with date(s) of change
Findmarket Ltd, 12/10/1990

Profit & Loss

Date of Accounts	30/09/2000	* year analysed in League Tables		
		30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s	£000s
Sales	1,903	1,978	2,102	1,511
Pre-tax Profit	21	-53	70	37
Exports	115	106	180	83
Non-Trading Income	2	2	5	3
Depreciation	30	37	39	34
Interest Paid	6	1	3	3
Auditors Fees	4	4	6	5
Directors Emoluments	263	310	285	282
Employee Pay	668	658	633	521
Number of Employees	22	22	23	20

Balance Sheet

Date of Accounts	30/09/2000	30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	40	62	65	62
Intangible Assets	0	0	0	0
Intermediate Assets	3	14	3	3
Total Fixed Assets	43	76	68	65
Stocks	6	22	23	3
Trade Debtors	337	339	384	299
Other Current Assets	149	164	184	171
Total Current Assets	492	525	591	473
Total Assets	535	601	659	538
Trade Creditors	145	242	224	167
Short-Term Loans	12	7	0	0
Other Current Liabilities	231	222	260	256
Total Current Liabilities	388	471	484	423
T/Assets - C/Liabilities	147	130	175	115
Long-Term Loans	0	0	0	0
Other L/Term Liabilities	0	0	0	0
Total Capital & Reserves	147	130	175	115
Capital Employed	147	130	175	115
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 30/09/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	4.0	-8.8	10.7	6.9
Return on Capital (%)	14.3	-40.7	40.0	32.2
Pre-tax Profit Margin (%)	1.2	-2.6	3.4	2.5
Return on Investment (%)	17.0	-37.9	41.8	34.8
Rtn. on Total Capital & Reserves (%)	14.3	-40.7	40.0	32.2

Liquidity Ratios				
Quick Ratio (Acid Test)	1.26	1.07	1.18	1.12
Current Ratio	1.27	1.12	1.23	1.12

Gearing Ratios				
Total Debt / Net Worth (%)	8.2	5.4	0.0	0.0
Equity Gearing (%)	37.9	27.7	36.2	27.2
Income Gearing (Interest Cover) (%)	22.3	^	4.2	7.6

Efficiency Ratios				
Debtor Days Outstanding	65	63	67	72
Working Capital / Sales (%)	5.5	2.8	5.1	3.4
Stocks / Sales (%)	0.4	1.2	1.1	0.2
Sales / Capital Employed	13.0	15.3	12.1	13.2
Sales / Fixed Assets	44.3	26.1	31.0	23.3
Creditor Days	28	45	39	40
Asset Utilisation	3.56	3.30	3.19	2.81

Employee Performance				
Pay per Employee (£)	30,364	29,909	27,522	26,050
Profit per £ of Pay (£)	0.04	-0.08	0.12	0.08
Profit per Employee (£)	955	-2,409	3,043	1,850
Sales per Employee (£)	86,500	89,909	91,391	75,550
Capital Employed per Employee (£)	6,682	5,909	7,609	5,750
Fixed Assets per Employee (£)	1,818	2,818	2,826	3,100
Pay / Sales (%)	35.2	33.3	30.2	34.5

Other Ratios				
Exports / Sales (%)	6.1	5.4	8.6	5.5

League Table Positions

Profitability	Position in subsector
Return on Total Assets	105
Return on Capital	103
Pre-tax Profit Margin	102
Return on Investment	100

Liquidity	Position in subsector
Quick Ratio (Acid Test)	74
Current Ratio	72

Gearing	Position in subsector
Total Debt / Net Worth	32
Equity Gearing	67
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	50
Stocks / Sales	68
Sales / Fixed Assets	44
Asset Utilisation	24

Employee Performance	Position in subsector
Pay per Employee	27
Profit per £ of Pay	78
Sales per Employee	41
Capital Employed per Employee	55
Pay / Sales	37

Growth	Position in subsector
Sales Growth	51
Pre-tax Profit Growth	-
Total Assets Growth	71
Number of Employees Growth	48
Exports Growth	15

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Context Research International Ltd

Address
103A OXFORD STREET
LONDON
W1R 1TF

Telephone
02074340877

Fax
02077344481

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Jonathan A. R. Chandler
Michael D. B. Owen
Michael F. Pepp

Company Secretary
David C. Graham

Auditors
Chantrey Vellacott Dfk

Bankers
Lloyds Bank Plc.

Date Incorporated
09/05/1986

Registered Number
02018312

Previous Name(s) with date(s) of change
Context Research Services Ltd, 04/06/1996
Marchsystem Ltd, 25/07/1986

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/08/1997
	£000s	£000s	£000s
Sales	1,615	1,963	1,767
Pre-tax Profit	97	40	-124
Exports	496	132	418
Non-Trading Income	1	1	0
Depreciation	40	53	44
Interest Paid	10	26	16
Auditors Fees	7	7	7
Directors Emoluments	222	185	307
Employee Pay	499	616	611
Number of Employees	13	13	20

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/08/1997
	£000s	£000s	£000s
Tangible Fixed Assets	107	118	169
Intangible Assets	0	0	0
Intermediate Assets	1	1	1
<i>Total Fixed Assets</i>	108	119	170
Stocks	0	0	44
Trade Debtors	348	188	284
Other Current Assets	232	181	58
<i>Total Current Assets</i>	580	369	386
Total Assets	688	488	556
Trade Creditors	124	107	124
Short-Term Loans	40	18	129
Other Current Liabilities	249	116	157
<i>Total Current Liabilities</i>	413	241	410
T/Assets - C/Liabilities	275	247	146
Long-Term Loans	40	80	15
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	235	167	131
Capital Employed	275	247	146
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	70	52

Context Research International Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	14.1	6.1	-22.3
Return on Capital (%)	-	35.3	12.1	-84.9
Pre-tax Profit Margin (%)	-	6.1	2.1	-7.0
Return on Investment (%)	-	34.0	18.6	-39.2
Rtn. on Total Capital & Reserves (%)	-	41.3	17.8	-94.6

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.41	1.54	0.84
Current Ratio	-	1.41	1.54	0.95

Gearing Ratios				
Total Debt / Net Worth (%)	-	34.1	58.7	110.0
Equity Gearing (%)	-	51.9	52.1	30.9
Income Gearing (Interest Cover) (%)	-	9.4	39.4	^

Efficiency Ratios				
Debtor Days Outstanding	-	79	47	59
Working Capital / Sales (%)	-	10.4	8.8	-1.3
Stocks / Sales (%)	-	0.0	0.0	2.5
Sales / Capital Employed	-	5.9	6.0	12.2
Sales / Fixed Assets	-	15.0	12.3	10.4
Creditor Days	-	28	27	26
Asset Utilisation	-	2.35	2.99	3.18

Employee Performance				
Pay per Employee (£)	-	38,385	35,200	30,550
Profit per £ of Pay (£)	-	0.20	0.07	-0.20
Profit per Employee (£)	-	7,462	2,286	-6,200
Sales per Employee (£)	-	124,231	112,171	88,350
Capital Employed per Employee (£)	-	21,154	19,000	7,300
Fixed Assets per Employee (£)	-	8,231	9,077	8,450
Pay / Sales (%)	-	30.9	31.4	34.6

Other Ratios				
Exports / Sales (%)	-	30.8	6.8	23.7

League Table Positions

Profitability	Position in subsector
Return on Total Assets	56
Return on Capital	61
Pre-tax Profit Margin	58
Return on Investment	44

Liquidity	Position in subsector
Quick Ratio (Acid Test)	40
Current Ratio	44

Gearing	Position in subsector
Total Debt / Net Worth	53
Equity Gearing	50
Income Gearing (Interest Cover)	69

Efficiency	Position in subsector
Debtor Days Outstanding	79
Stocks / Sales	40
Sales / Fixed Assets	73
Asset Utilisation	56

Employee Performance	Position in subsector
Pay per Employee	16
Profit per £ of Pay	43
Sales per Employee	27
Capital Employed per Employee	24
Pay / Sales	44

Growth	Position in subsector
Sales Growth	93
Pre-tax Profit Growth	-
Total Assets Growth	60
Number of Employees Growth	70
Exports Growth	17

Special Notes

During first half of 1998 company underwent a successful restructuring programme.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Corporate Information Ltd

Address THE CIL BUILDING CORSLEY WARMINSTER WILTSHIRE BA12 7QE
Trading Activity The provision of business and market research and consultancy services. Commenced trading 1.7.99.
Main SIC Codes 74140
Directors (as at Jun 2001) Christopher D. N. Da Costa Eileen McGregor Geoffrey R. Rampton Graeme N. Robinson John G. Cole Nick Pasricha Sebastian Chambers James D. H. Naylor
Company Secretary Geoffrey R. Rampton
Auditors Bdo Stoy Hayward
Bankers Barclays Bank Plc.
Date Incorporated 24/03/1999
Registered Number 03739946
Previous Name(s) with date(s) of change Corporate Information (Holdings) Ltd, 13/09/1999 Mawlaw 435 Ltd, 10/06/1999
Holding Company Rolls House Hldgs. Ltd
Ultimate Holding Company Ernst & Young

Profit & Loss

Date of Accounts	30/06/2000
	£000s
Sales	1,760
Pre-tax Profit	792
Exports	227
Non-Trading Income	-46
Depreciation	6
Interest Paid	51
Auditors Fees	9
Directors Emoluments	316
Employee Pay	444
Number of Employees	11

Balance Sheet

Date of Accounts	30/06/2000
	£000s
Tangible Fixed Assets	29
Intangible Assets	1,000
Intermediate Assets	56
<i>Total Fixed Assets</i>	1,085
Stocks	0
Trade Debtors	294
Other Current Assets	533
<i>Total Current Assets</i>	827
Total Assets	1,912
Trade Creditors	17
Short-Term Loans	56
Other Current Liabilities	541
<i>Total Current Liabilities</i>	614
T/Assets - C/Liabilities	1,298
Long-Term Loans	419
Other L/Term Liabilities	0
Total Capital & Reserves	879
Capital Employed	1,298
Type of Accounts	<i>Unconsolidated</i>
Number of weeks	52

Corporate Information Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	41.5	-	-
Return on Capital (%)	-	61.1	-	-
Pre-tax Profit Margin (%)	-	45.0	-	-
Return on Investment (%)	-	62.3	-	-
Rtn. on Total Capital & Reserves (%)	-	90.2	-	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.35	-	-
Current Ratio	-	1.35	-	-
Gearing Ratios				
Total Debt / Net Worth (%)	-	^	-	-
Equity Gearing (%)	-	85.1	-	-
Income Gearing (Interest Cover) (%)	-	6.1	-	-
Efficiency Ratios				
Debtor Days Outstanding	-	61	-	-
Working Capital / Sales (%)	-	12.2	-	-
Stocks / Sales (%)	-	0.0	-	-
Sales / Capital Employed	-	1.4	-	-
Sales / Fixed Assets	-	20.8	-	-
Creditor Days	-	4	-	-
Asset Utilisation	-	0.93	-	-
Employee Performance				
Pay per Employee (£)	-	40,364	-	-
Profit per £ of Pay (£)	-	1.79	-	-
Profit per Employee (£)	-	72,000	-	-
Sales per Employee (£)	-	160,000	-	-
Capital Employed per Employee (£)	-	118,000	-	-
Fixed Assets per Employee (£)	-	2,636	-	-
Pay / Sales (%)	-	25.3	-	-
Other Ratios				
Exports / Sales (%)	-	12.9	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	12
Return on Capital	40
Pre-tax Profit Margin	2
Return on Investment	19
Liquidity	Position in subsector
Quick Ratio (Acid Test)	44
Current Ratio	48
Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	22
Income Gearing (Interest Cover)	64
Efficiency	Position in subsector
Debtor Days Outstanding	49
Stocks / Sales	49
Sales / Fixed Assets	53
Asset Utilisation	118
Employee Performance	Position in subsector
Pay per Employee	13
Profit per £ of Pay	5
Sales per Employee	17
Capital Employed per Employee	6
Pay / Sales	64
Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Counterpoint (UK) Ltd

Address

6 Water Lane
London
NW1 8NZ

Telephone

020 74823164

Trading Activity

The provision of market research services.

Main SIC Codes

74130

Directors (as at Jun 2001)

Peter K. W. Behrens
Alison M. Lyons

Company Secretary

Peter K. W. Behrens

Bankers

Barclays Bank Plc.

Date Incorporated

29/08/1997

Registered Number

03426700

Previous Name(s) with date(s) of change

Lifesense Designs Ltd, 15/09/1997

Profit & Loss

Date of Accounts	31/08/1998
	£000s
Sales	662
Pre-tax Profit	80
Exports	0
Non-Trading Income	2
Depreciation	10
Interest Paid	0
Auditors Fees	2
Directors Emoluments	38
Employee Pay	181
Number of Employees	15

Balance Sheet

Date of Accounts	31/08/1998
	£000s
Tangible Fixed Assets	33
Intangible Assets	0
Intermediate Assets	0
Total Fixed Assets	33
Stocks	0
Trade Debtors	56
Other Current Assets	62
Total Current Assets	118
Total Assets	151
Trade Creditors	18
Short-Term Loans	2
Other Current Liabilities	70
Total Current Liabilities	90
T/Assets - C/Liabilities	61
Long-Term Loans	0
Other L/Term Liabilities	2
Total Capital & Reserves	59
Capital Employed	61
Type of Accounts	Unconsolidated
Number of weeks	52

Counterpoint (UK) Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-	53.0	-
Return on Capital (%)	-	-	131.2	-
Pre-tax Profit Margin (%)	-	-	12.1	-
Return on Investment (%)	-	-	127.0	-
Rtn. on Total Capital & Reserves (%)	-	-	135.6	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	-	1.32	-
Current Ratio	-	-	1.32	-
Gearing Ratios				
Total Debt / Net Worth (%)	-	-	3.4	-
Equity Gearing (%)	-	-	64.2	-
Income Gearing (Interest Cover) (%)	-	-	0.0	-
Efficiency Ratios				
Debtor Days Outstanding	-	-	31	-
Working Capital / Sales (%)	-	-	4.3	-
Stocks / Sales (%)	-	-	0.0	-
Sales / Capital Employed	-	-	10.9	-
Sales / Fixed Assets	-	-	20.1	-
Creditor Days	-	-	10	-
Asset Utilisation	-	-	4.39	-
Employee Performance				
Pay per Employee (£)	-	-	12,067	-
Profit per £ of Pay (£)	-	-	0.45	-
Profit per Employee (£)	-	-	5,333	-
Sales per Employee (£)	-	-	44,133	-
Capital Employed per Employee (£)	-	-	4,067	-
Fixed Assets per Employee (£)	-	-	2,200	-
Pay / Sales (%)	-	-	27.4	-
Other Ratios				
Exports / Sales (%)	-	-	0.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	-
Return on Capital	-
Pre-tax Profit Margin	-
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	-
Current Ratio	-

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	-
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	-
Stocks / Sales	-
Sales / Fixed Assets	-
Asset Utilisation	-

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Cragg Ross Dawson Ltd

Address 18 CARLISLE STREET LONDON W1V 5RJ
Telephone 02074378945
Fax 02074370059
Trading Activity Market research.
Main SIC Codes 74130
Directors (as at Jun 2001) Cheryl J. Claxton Timothy R. Porter Arnold G. F. Cragg Timothy R. Dawson
Company Secretary Timothy R. Dawson
Auditors Harding Edgar & Co
Date Incorporated 21/02/1984
Registered Number 01793522
Previous Name(s) with date(s) of change Cragg Ross & Dawson Ltd, 24/01/2001 Garthflow Ltd, 11/04/1988

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	1,258	1,035	1,128
Pre-tax Profit	203	30	130
Exports			
Non-Trading Income	1	8	8
Depreciation	18	23	20
Interest Paid	0	0	0
Auditors Fees			
Directors Emoluments	274	301	346
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	60	67	61
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
<i>Total Fixed Assets</i>	60	67	61
Stocks	18	17	0
Trade Debtors	305	146	331
Other Current Assets	204	238	184
<i>Total Current Assets</i>	527	401	515
Total Assets	587	468	576
Trade Creditors	38	36	50
Short-Term Loans	0	0	0
Other Current Liabilities	296	186	274
<i>Total Current Liabilities</i>	334	222	324
T/Assets - C/Liabilities	253	246	252
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	253	246	252
Capital Employed	253	246	252
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Cragg Ross Dawson Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	34.6	6.5	22.6
Return on Capital (%)	-	80.3	12.2	51.6
Pre-tax Profit Margin (%)	-	16.2	2.9	11.6
Return on Investment (%)	-	80.3	12.2	51.6
Rtn. on Total Capital & Reserves (%)	-	80.3	12.2	51.6

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.53	1.73	1.59
Current Ratio	-	1.58	1.81	1.59

Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.0	0.0
Equity Gearing (%)	-	75.8	110.9	77.8
Income Gearing (Interest Cover) (%)	-	0.0	0.0	0.0

Efficiency Ratios				
Debtor Days Outstanding	-	88	51	107
Working Capital / Sales (%)	-	15.4	17.3	17.0
Stocks / Sales (%)	-	1.5	1.7	0.0
Sales / Capital Employed	-	5.0	4.3	4.5
Sales / Fixed Assets	-	21.0	15.5	18.5
Creditor Days	-	11	13	16
Asset Utilisation	-	2.15	2.22	1.96

Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-

Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	18
Return on Capital	30
Pre-tax Profit Margin	16
Return on Investment	15

Liquidity	Position in subsector
Quick Ratio (Acid Test)	27
Current Ratio	30

Gearing	Position in subsector
Total Debt / Net Worth	3
Equity Gearing	29
Income Gearing (Interest Cover)	2

Efficiency	Position in subsector
Debtor Days Outstanding	92
Stocks / Sales	74
Sales / Fixed Assets	52
Asset Utilisation	66

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	74
Pre-tax Profit Growth	28
Total Assets Growth	86
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Cram International Ltd

Address 53 ST MARTINS LANE LONDON WC2N 4EA
Telephone 02078360727
Fax 02072406697
Trading Activity The provision of market research services.
Main SIC Codes 74130
Directors (as at Jun 2001) Simon C. Patterson Alan Branthwaite Peter Cooper Rupert K. Tower
Company Secretary Christine Jacobs
Auditors Lee Associates
Bankers National Westminster Bank Plc.
Date Incorporated 23/09/1986
Registered Number 02057432
Holding Company Cram Hldgs. Ltd
Ultimate Holding Company Cooper Research & Mktg. Ltd

Profit & Loss

Date of Accounts	30/04/2000	30/04/1999	30/04/1998
	£000s	£000s	£000s
Sales	2,424	2,052	2,217
Pre-tax Profit	74	68	5
Exports			
Non-Trading Income	-1	0	7
Depreciation	34	28	23
Interest Paid	8	12	2
Auditors Fees	6	8	7
Directors Emoluments	325	341	430
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	30/04/2000	30/04/1999	30/04/1998
	£000s	£000s	£000s
Tangible Fixed Assets	143	116	105
Intangible Assets	0	0	0
Intermediate Assets	1	2	2
<i>Total Fixed Assets</i>	<u>144</u>	118	107
Stocks	0	0	0
Trade Debtors	475	503	516
Other Current Assets	205	134	108
<i>Total Current Assets</i>	<u>680</u>	637	624
Total Assets	824	755	731
Trade Creditors	300	293	187
Short-Term Loans	175	5	135
Other Current Liabilities	192	249	300
<i>Total Current Liabilities</i>	<u>667</u>	547	622
T/Assets - C/Liabilities	<u>157</u>	208	109
Long-Term Loans	74	100	5
Other L/Term Liabilities	3	1	1
Total Capital & Reserves	80	107	103
Capital Employed	<u>157</u>	208	109
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

Cram International Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	9.0	9.1	0.7
Return on Capital (%)	-	47.2	32.7	4.6
Pre-tax Profit Margin (%)	-	3.1	3.4	0.3
Return on Investment (%)	-	24.7	37.6	2.9
Rtn. on Total Capital & Reserves (%)	-	92.6	63.6	4.9

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.02	1.17	1.01
Current Ratio	-	1.02	1.17	1.01

Gearing Ratios				
Total Debt / Net Worth (%)	-	311.3	98.2	136.0
Equity Gearing (%)	-	10.8	16.6	16.5
Income Gearing (Interest Cover) (%)	-	9.8	15.0	28.6

Efficiency Ratios				
Debtor Days Outstanding	-	72	89	85
Working Capital / Sales (%)	-	0.6	4.4	0.1
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	15.5	9.9	20.4
Sales / Fixed Assets	-	16.9	17.4	20.8
Creditor Days	-	45	52	31
Asset Utilisation	-	2.95	2.72	3.04

Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-

Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	69
Return on Capital	47
Pre-tax Profit Margin	76
Return on Investment	59

Liquidity	Position in subsector
Quick Ratio (Acid Test)	81
Current Ratio	86

Gearing	Position in subsector
Total Debt / Net Worth	82
Equity Gearing	85
Income Gearing (Interest Cover)	72

Efficiency	Position in subsector
Debtor Days Outstanding	69
Stocks / Sales	8
Sales / Fixed Assets	71
Asset Utilisation	30

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	77
Pre-tax Profit Growth	3
Total Assets Growth	70
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

C S W Research Ltd

Address AQUIS COURT 31 FISHPOOL STREET ST ALBANS HERTFORDSHIRE AL3 4RF
Trading Activity The provision of market research services.
Main SIC Codes 74130
Directors (as at Jun 2001) Dolores L. Cody Jacqueline C. Squires William J. Walsh
Company Secretary Dolores L. Cody
Auditors Weston Kay
Bankers Lloyds Bank Plc.
Date Incorporated 04/04/1989
Registered Number 02368162
Holding Company Ceridian Hldgs. UK Ltd
Ultimate Holding Company Ceridian Corp
Main UK Subsidiaries with Turnover (£'000) Euro Fieldwork Ltd

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	5,143	4,606	3,235
Pre-tax Profit	402	353	483
Exports	495	265	789
Non-Trading Income	12	14	11
Depreciation	56	39	41
Interest Paid	0	0	0
Auditors Fees	12	12	11
Directors Emoluments	85	85	90
Employee Pay	2,686	2,361	620
Number of Employees	345	300	297

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	112	117	46
Intangible Assets	0	0	0
Intermediate Assets	3	23	23
<i>Total Fixed Assets</i>	115	140	69
Stocks	0	0	0
Trade Debtors	1,237	1,468	987
Other Current Assets	876	203	537
<i>Total Current Assets</i>	2,113	1,671	1,524
Total Assets	2,228	1,811	1,593
Trade Creditors	183	213	170
Short-Term Loans	0	0	0
Other Current Liabilities	970	790	856
<i>Total Current Liabilities</i>	1,153	1,003	1,026
T/Assets - C/Liabilities	1,075	808	567
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	1,075	808	567
Capital Employed	1,075	808	567
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	39

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	18.1	19.5	40.5
Return on Capital (%)	-	37.4	43.7	113.6
Pre-tax Profit Margin (%)	-	7.9	7.7	15.0
Return on Investment (%)	-	37.4	43.7	113.6
Rtn. on Total Capital & Reserves (%)	-	37.4	43.7	113.6

Liquidity Ratios

Quick Ratio (Acid Test)	-	1.84	1.67	1.49
Current Ratio	-	1.84	1.67	1.49

Gearing Ratios

Total Debt / Net Worth (%)	-	0.0	0.0	0.0
Equity Gearing (%)	-	93.3	80.6	55.3
Income Gearing (Interest Cover) (%)	-	0.0	0.0	0.0

Efficiency Ratios

Debtor Days Outstanding	-	88	116	84
Working Capital / Sales (%)	-	18.7	14.6	11.6
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	4.8	5.8	7.7
Sales / Fixed Assets	-	44.8	32.9	62.6
Creditor Days	-	13	17	14
Asset Utilisation	-	2.31	2.55	2.71

Employee Performance

Pay per Employee (£)	-	7,786	7,870	2,783
Profit per £ of Pay (£)	-	0.15	0.15	0.78
Profit per Employee (£)	-	1,165	1,177	2,168
Sales per Employee (£)	-	14,907	15,353	14,523
Capital Employed per Employee (£)	-	3,116	2,693	1,909
Fixed Assets per Employee (£)	-	325	390	155
Pay / Sales (%)	-	52.3	51.3	19.2

Other Ratios

Exports / Sales (%)	-	9.7	5.8	24.4
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League Table Positions

Profitability	Position in subsector
Return on Total Assets	46
Return on Capital	56
Pre-tax Profit Margin	49
Return on Investment	41

Liquidity	Position in subsector
Quick Ratio (Acid Test)	16
Current Ratio	19

Gearing	Position in subsector
Total Debt / Net Worth	2
Equity Gearing	20
Income Gearing (Interest Cover)	1

Efficiency	Position in subsector
Debtor Days Outstanding	94
Stocks / Sales	6
Sales / Fixed Assets	20
Asset Utilisation	61

Employee Performance	Position in subsector
Pay per Employee	83
Profit per £ of Pay	53
Sales per Employee	85
Capital Employed per Employee	71
Pay / Sales	3

Growth	Position in subsector
Sales Growth	62
Pre-tax Profit Growth	59
Total Assets Growth	45
Number of Employees Growth	40
Exports Growth	29

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Customer Satisfaction Surveys Ltd

Address

TAYLOR NELSON SOFRES PLC
WESTGATE
LONDON
W5 1UA

Trading Activity

The provision of market research, business development and management consultancy services.

Main SIC Codes

74130

Directors (as at Jun 2001)

Antony B. Cowling
Ben Bolton
David S. Racadio
Martin S. C. Frame
David S. Lowden
Hugh R. Stammers

Company Secretary

Paul S. K. Wright

Auditors

Pricewaterhousecoopers

Bankers

Den Norske Bank A/S

Date Incorporated

02/07/1986

Registered Number

02033151

Holding Company

Taylor Nelson Sofres Gp. Ltd

Ultimate Holding Company

Taylor Nelson Sofres PLC

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	1,071	838	1,009
Pre-tax Profit	-82	0	95
Exports		318	434
Non-Trading Income	0	0	0
Depreciation	23	22	16
Interest Paid	0	16	25
Auditors Fees	0	6	6
Directors Emoluments	118	94	101
Employee Pay	254	283	
Number of Employees	11	8	

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	50	72	74
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
<i>Total Fixed Assets</i>	<u>50</u>	72	74
Stocks	26	166	162
Trade Debtors	8	185	294
Other Current Assets	151	31	87
<i>Total Current Assets</i>	<u>185</u>	382	543
Total Assets	235	454	617
Trade Creditors	16	86	113
Short-Term Loans	208	113	143
Other Current Liabilities	31	117	199
<i>Total Current Liabilities</i>	<u>255</u>	316	455
T/Assets - C/Liabilities	<u>-20</u>	138	162
Long-Term Loans	0	76	100
Other L/Term Liabilities	1	0	0
Total Capital & Reserves	-21	62	62
Capital Employed	<u>-20</u>	138	162
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

Customer Satisfaction Surveys Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-34.8	0.0	15.4
Return on Capital (%)	-	^	0.0	58.7
Pre-tax Profit Margin (%)	-	-7.6	0.0	9.5
Return on Investment (%)	-	-43.6	6.4	39.4
Rtn. on Total Capital & Reserves (%)	-	^	0.0	153.3
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.63	0.69	0.84
Current Ratio	-	0.73	1.21	1.20
Gearing Ratios				
Total Debt / Net Worth (%)	-	^	304.9	392.0
Equity Gearing (%)	-	-8.2	15.9	11.2
Income Gearing (Interest Cover) (%)	-	^	100.0	20.9
Efficiency Ratios				
Debtor Days Outstanding	-	3	81	106
Working Capital / Sales (%)	-	-6.5	7.9	8.8
Stocks / Sales (%)	-	2.5	19.9	16.1
Sales / Capital Employed	-	^	6.1	6.3
Sales / Fixed Assets	-	21.5	11.7	13.7
Creditor Days	-	5	37	41
Asset Utilisation	-	4.56	1.85	1.64
Employee Performance				
Pay per Employee (£)	-	23,091	35,375	-
Profit per £ of Pay (£)	-	-0.32	0.00	-
Profit per Employee (£)	-	-7,455	0	-
Sales per Employee (£)	-	97,364	104,750	-
Capital Employed per Employee (£)	-	-1,818	17,250	-
Fixed Assets per Employee (£)	-	4,545	9,000	-
Pay / Sales (%)	-	23.8	33.8	-
Other Ratios				
Exports / Sales (%)	-	-	38.0	43.1

League Table Positions

Profitability	Position in subsector
Return on Total Assets	114
Return on Capital	-
Pre-tax Profit Margin	110
Return on Investment	104
Liquidity	Position in subsector
Quick Ratio (Acid Test)	107
Current Ratio	109
Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	106
Income Gearing (Interest Cover)	-
Efficiency	Position in subsector
Debtor Days Outstanding	4
Stocks / Sales	84
Sales / Fixed Assets	50
Asset Utilisation	4
Employee Performance	Position in subsector
Pay per Employee	50
Profit per £ of Pay	85
Sales per Employee	37
Capital Employed per Employee	82
Pay / Sales	69
Growth	Position in subsector
Sales Growth	82
Pre-tax Profit Growth	-
Total Assets Growth	106
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Define Research & Marketing International PLC

Address
MARLBOROUGH HOUSE
298 REGENTS PARK ROAD
LONDON
N3 2XX

Telephone
02083431770

Fax
02083434318

Trading Activity
The provision of market research and training services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Michael A. Lorimer
Janine R. Braier

Company Secretary
Ben Braier

Auditors
Westbury Schotness

Date Incorporated
23/07/1992

Registered Number
02733767

Profit & Loss

Date of Accounts	30/09/2000 £000s	* year analysed in League Tables		
		30/09/1999 £000s	30/09/1998 £000s	30/09/1997 £000s
Sales	1,704	1,173	1,000	720
Pre-tax Profit	177	69	7	-29
Exports				
Non-Trading Income	0	0	0	0
Depreciation	11	35	46	53
Interest Paid	5	6	28	13
Auditors Fees	7	7	9	2
Directors Emoluments	12	148	102	77
Employee Pay				
Number of Employees				

Balance Sheet

Date of Accounts	30/09/2000 £000s	30/09/1999 £000s	30/09/1998 £000s	30/09/1997 £000s
Tangible Fixed Assets	45	29	53	74
Intangible Assets	0	0	0	0
Intermediate Assets	0	0	0	0
Total Fixed Assets	45	29	53	74
Stocks	145	177	80	59
Trade Debtors	213	83	214	103
Other Current Assets	18	44	43	37
Total Current Assets	376	304	337	199
Total Assets	421	333	390	273
Trade Creditors	30	74	134	86
Short-Term Loans	128	74	97	103
Other Current Liabilities	104	121	147	72
Total Current Liabilities	262	269	378	261
T/Assets - C/Liabilities	159	64	12	12
Long-Term Loans	0	0	0	0
Other L/Term Liabilities	0	4	4	4
Total Capital & Reserves	159	60	8	8
Capital Employed	159	64	12	12
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 30/09/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Define Research & Marketing International PLC

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	42.1	20.8	1.8	-10.6
Return on Capital (%)	111.4	107.9	58.4	-241.6
Pre-tax Profit Margin (%)	10.4	5.9	0.8	-4.0
Return on Investment (%)	63.5	54.4	32.2	-13.9
Rtn. on Total Capital & Reserves (%)	111.4	115.0	87.6	-362.4

Liquidity Ratios				
Quick Ratio (Acid Test)	0.89	0.48	0.68	0.54
Current Ratio	1.44	1.14	0.90	0.77

Gearing Ratios				
Total Debt / Net Worth (%)	80.6	123.4	1,212.6	1,287.6
Equity Gearing (%)	60.7	22.0	2.1	3.1
Income Gearing (Interest Cover) (%)	2.8	8.0	80.0	^

Efficiency Ratios				
Debtor Days Outstanding	46	26	78	52
Working Capital / Sales (%)	6.7	3.0	-4.0	-8.6
Stocks / Sales (%)	8.6	15.1	8.0	8.2
Sales / Capital Employed	10.8	18.4	83.4	60.0
Sales / Fixed Assets	37.9	40.5	18.9	9.8
Creditor Days	6	23	49	44
Asset Utilisation	4.05	3.53	2.57	2.64

Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-

Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	39
Return on Capital	17
Pre-tax Profit Margin	59
Return on Investment	26

Liquidity	Position in subsector
Quick Ratio (Acid Test)	115
Current Ratio	68

Gearing	Position in subsector
Total Debt / Net Worth	74
Equity Gearing	74
Income Gearing (Interest Cover)	66

Efficiency	Position in subsector
Debtor Days Outstanding	9
Stocks / Sales	118
Sales / Fixed Assets	24
Asset Utilisation	16

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	27
Pre-tax Profit Growth	-
Total Assets Growth	62
Number of Employees Growth	-
Exports Growth	-

Special Notes

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Diagnostics Social & Market Research Ltd

Address
109 GLOUCESTER ROAD
LONDON
SW7 4SS

Telephone
02073737111

Fax
02073702580

Trading Activity
Market research.

Main SIC Codes
74130

Directors (as at Jun 2001)
Andrew Firman
Christine Wells
Gary J. Lockwood
Giles P. Lenton
Jane Alty
Oliver P. Murphy

Company Secretary
Oliver P. Murphy

Auditors
Baker Tilly

Bankers
Barclays Bank Plc.

Date Incorporated
02/08/1990

Registered Number
02527471

Previous Name(s) with date(s) of change
Breamco 33 Ltd, 19/09/1990

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	2,201	2,105	1,737
Pre-tax Profit	225	190	205
Exports	580	477	236
Non-Trading Income	7	12	26
Depreciation	28	24	20
Interest Paid	24	27	34
Auditors Fees	6	6	6
Directors Emoluments	456	421	344
Employee Pay	539	539	458
Number of Employees	13	13	12

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	62	59	80
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
<i>Total Fixed Assets</i>	62	59	80
Stocks	33	41	58
Trade Debtors	462	481	331
Other Current Assets	481	312	576
<i>Total Current Assets</i>	976	834	965
Total Assets	1,038	893	1,045
Trade Creditors	111	116	96
Short-Term Loans	408	328	450
Other Current Liabilities	368	301	356
<i>Total Current Liabilities</i>	887	745	902
T/Assets - C/Liabilities	151	148	143
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	151	148	143
Capital Employed	151	148	143
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Diagnostics Social & Market Research Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	21.7	21.3	19.7
Return on Capital (%)	-	149.1	128.4	143.4
Pre-tax Profit Margin (%)	-	10.3	9.1	11.9
Return on Investment (%)	-	44.6	45.6	40.4
Rtn. on Total Capital & Reserves (%)	-	149.1	128.4	143.4

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.07	1.07	1.01
Current Ratio	-	1.11	1.12	1.07

Gearing Ratios				
Total Debt / Net Worth (%)	-	270.2	221.7	314.7
Equity Gearing (%)	-	17.1	19.9	15.9
Income Gearing (Interest Cover) (%)	-	9.7	12.5	14.3

Efficiency Ratios				
Debtor Days Outstanding	-	77	83	70
Working Capital / Sales (%)	-	4.1	4.3	3.7
Stocks / Sales (%)	-	1.5	2.0	3.4
Sales / Capital Employed	-	14.6	14.3	12.2
Sales / Fixed Assets	-	35.6	35.7	21.8
Creditor Days	-	18	20	20
Asset Utilisation	-	2.13	2.36	1.67

Employee Performance				
Pay per Employee (£)	-	41,462	41,462	38,167
Profit per £ of Pay (£)	-	0.42	0.36	0.45
Profit per Employee (£)	-	17,308	14,615	17,083
Sales per Employee (£)	-	169,308	161,923	144,750
Capital Employed per Employee (£)	-	11,615	11,385	11,917
Fixed Assets per Employee (£)	-	4,769	4,538	6,667
Pay / Sales (%)	-	24.5	25.7	26.4

Other Ratios				
Exports / Sales (%)	-	26.4	22.7	13.6

League Table Positions

Profitability	Position in subsector
Return on Total Assets	36
Return on Capital	11
Pre-tax Profit Margin	36
Return on Investment	34

Liquidity	Position in subsector
Quick Ratio (Acid Test)	76
Current Ratio	75

Gearing	Position in subsector
Total Debt / Net Worth	80
Equity Gearing	79
Income Gearing (Interest Cover)	71

Efficiency	Position in subsector
Debtor Days Outstanding	76
Stocks / Sales	75
Sales / Fixed Assets	32
Asset Utilisation	68

Employee Performance	Position in subsector
Pay per Employee	12
Profit per £ of Pay	26
Sales per Employee	15
Capital Employed per Employee	37
Pay / Sales	67

Growth	Position in subsector
Sales Growth	54
Pre-tax Profit Growth	40
Total Assets Growth	87
Number of Employees Growth	52
Exports Growth	3

Special Notes

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Directions (Research & Marketing) Ltd

Address
88A NEW KINGS ROAD
LONDON
SW6 4LU

Telephone
02077366925

Fax
02077364883

Trading Activity
The provision of advice on and the
conduction of all types of market research
and marketing consultancy.

Main SIC Codes
74130

Directors (as at Jun 2001)
Sally A. C. Nicholson

Company Secretary
Said Marie

Auditors
Kingston Smith

Bankers
Midland Bank Plc.

Date Incorporated
21/07/1987

Registered Number
02148938

Previous Name(s) with date(s) of change
Openmuster Ltd, 07/09/1987

Profit & Loss

Date of Accounts	31/08/2000	* year analysed in League Tables		
		31/08/1999	31/08/1998	31/08/1997
	£000s	£000s	£000s	£000s
Sales	1,021	626	788	1,073
Pre-tax Profit	291	140	299	297
Exports	42	0	0	0
Non-Trading Income	5	7	17	11
Depreciation	18	16	13	18
Interest Paid	7	5	12	7
Auditors Fees	5	4	4	4
Directors Emoluments	100	78	105	228
Employee Pay	354	229	199	404
Number of Employees	8	8	7	9

Balance Sheet

Date of Accounts	31/08/2000	31/08/1999	31/08/1998	31/08/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	49	44	39	33
Intangible Assets	0	0	0	0
Intermediate Assets	0	0	0	0
Total Fixed Assets	49	44	39	33
Stocks	0	0	0	0
Trade Debtors	253	89	38	233
Other Current Assets	219	137	336	380
Total Current Assets	472	226	374	613
Total Assets	521	270	413	646
Trade Creditors	16	16	9	15
Short-Term Loans	0	0	0	5
Other Current Liabilities	501	253	359	595
Total Current Liabilities	517	269	368	615
T/Assets - C/Liabilities	4	1	45	31
Long-Term Loans	0	0	0	0
Other L/Term Liabilities	0	0	0	0
Total Capital & Reserves	4	1	45	31
Capital Employed	4	1	45	31
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 31/08/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Directions (Research & Marketing) Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	55.9	51.9	72.4	46.0
Return on Capital (%)	7,275.0	14,000.0	664.5	958.1
Pre-tax Profit Margin (%)	28.6	22.4	38.0	27.7
Return on Investment (%)	7,450.0	14,500.0	691.2	844.5
Rtn. on Total Capital & Reserves (%)	7,275.0	14,000.0	664.5	958.1

Liquidity Ratios				
Quick Ratio (Acid Test)	0.92	0.85	1.02	1.00
Current Ratio	0.92	0.85	1.02	1.00

Gearing Ratios				
Total Debt / Net Worth (%)	0.0	0.0	0.0	16.2
Equity Gearing (%)	0.8	0.4	12.3	5.1
Income Gearing (Interest Cover) (%)	2.4	3.5	3.9	2.4

Efficiency Ratios				
Debtor Days Outstanding	90	52	18	79
Working Capital / Sales (%)	-4.4	-6.8	0.8	-0.1
Stocks / Sales (%)	0.0	0.0	0.0	0.0
Sales / Capital Employed	255.3	626.0	17.6	34.7
Sales / Fixed Assets	20.9	14.3	20.3	32.6
Creditor Days	6	9	4	5
Asset Utilisation	1.96	2.32	1.91	1.67

Employee Performance				
Pay per Employee (£)	44,250	28,625	28,429	44,889
Profit per £ of Pay (£)	0.83	0.62	1.51	0.74
Profit per Employee (£)	36,375	17,500	42,714	33,000
Sales per Employee (£)	127,625	78,250	112,571	119,222
Capital Employed per Employee (£)	500	125	6,429	3,444
Fixed Assets per Employee (£)	6,125	5,500	5,571	3,667
Pay / Sales (%)	34.7	36.6	25.3	37.7

Other Ratios				
Exports / Sales (%)	4.2	0.0	0.0	0.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	9
Return on Capital	1
Pre-tax Profit Margin	8
Return on Investment	1

Liquidity	Position in subsector
Quick Ratio (Acid Test)	92
Current Ratio	102

Gearing	Position in subsector
Total Debt / Net Worth	11
Equity Gearing	103
Income Gearing (Interest Cover)	53

Efficiency	Position in subsector
Debtor Days Outstanding	34
Stocks / Sales	9
Sales / Fixed Assets	76
Asset Utilisation	60

Employee Performance	Position in subsector
Pay per Employee	35
Profit per £ of Pay	15
Sales per Employee	47
Capital Employed per Employee	78
Pay / Sales	29

Growth	Position in subsector
Sales Growth	103
Pre-tax Profit Growth	67
Total Assets Growth	104
Number of Employees Growth	68
Exports Growth	-

Special Notes

Symbols

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- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Discovery Research Ltd

Address 23 The Green London N14 6EN
Telephone 020 88822442
Trading Activity A group engaged in the provision of market research agency and market research recruitment services.
Main SIC Codes 74130
Directors (as at Jun 2001) Kenneth F. Parker Patricia A. Parker
Company Secretary Patricia A. Parker
Auditors Casey Lester & Co
Date Incorporated 15/06/1995
Registered Number 03068609
Previous Name(s) with date(s) of change Dicoverly Research Ltd, 16/06/1995

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	2,359	1,905	1,396
Pre-tax Profit	321	296	272
Exports	118	114	14
Non-Trading Income	11	13	4
Depreciation	73	72	61
Interest Paid	3	9	9
Auditors Fees	19	16	6
Directors Emoluments	262	228	156
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	419	450	477
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	419	450	477
Stocks	0	0	4
Trade Debtors	466	385	344
Other Current Assets	534	407	191
Total Current Assets	1,000	792	539
Total Assets	1,419	1,242	1,016
Trade Creditors	55	80	44
Short-Term Loans	52	107	73
Other Current Liabilities	423	360	298
Total Current Liabilities	530	547	415
T/Assets - C/Liabilities	889	695	601
Long-Term Loans	0	0	82
Other L/Term Liabilities	115	70	48
Total Capital & Reserves	774	625	471
Capital Employed	889	695	601
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52

Discovery Research Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	22.7	23.9	26.8
Return on Capital (%)	-	36.2	42.6	45.3
Pre-tax Profit Margin (%)	-	13.7	15.6	19.5
Return on Investment (%)	-	34.5	38.1	41.7
Rtn. on Total Capital & Reserves (%)	-	41.5	47.4	57.8
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.89	1.45	1.29
Current Ratio	-	1.89	1.45	1.30
Gearing Ratios				
Total Debt / Net Worth (%)	-	6.8	17.2	33.0
Equity Gearing (%)	-	120.0	101.3	86.5
Income Gearing (Interest Cover) (%)	-	1.0	3.0	3.3
Efficiency Ratios				
Debtor Days Outstanding	-	72	74	90
Working Capital / Sales (%)	-	20.0	12.9	8.9
Stocks / Sales (%)	-	0.0	0.0	0.3
Sales / Capital Employed	-	2.7	2.8	2.4
Sales / Fixed Assets	-	5.7	4.3	3.0
Creditor Days	-	9	15	12
Asset Utilisation	-	1.67	1.54	1.38
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	5.1	6.0	1.1

League Table Positions

Profitability	Position in subsector
Return on Total Assets	35
Return on Capital	60
Pre-tax Profit Margin	23
Return on Investment	42
Liquidity	Position in subsector
Quick Ratio (Acid Test)	15
Current Ratio	16
Gearing	Position in subsector
Total Debt / Net Worth	33
Equity Gearing	11
Income Gearing (Interest Cover)	41
Efficiency	Position in subsector
Debtor Days Outstanding	68
Stocks / Sales	37
Sales / Fixed Assets	109
Asset Utilisation	90
Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-
Growth	Position in subsector
Sales Growth	25
Pre-tax Profit Growth	35
Total Assets Growth	46
Number of Employees Growth	-
Exports Growth	1

Special Notes

Symbols

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- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Euromonitor PLC

Address 60-61 BRITTON STREET LONDON EC1M 5UX
Telephone 02072518024
Fax 02076083149
Trading Activity A group engaged in providing marketing information and analysis, in the form of market reports, journals, reference books and directories, consultancy and on-line information.
Main SIC Codes 74840 22110 22130 72400
Directors (as at Jun 2001) Georgina Westbrook Ian M. Sismey Robert N. Senior Sarah F. Hunter Trevor J. Fenwick
Company Secretary Trevor J. Fenwick
Auditors Goodman Jones
Bankers Bank Of Scotland
Date Incorporated 31/01/1972
Registered Number 01040587
Previous Name(s) with date(s) of change Euromonitor Publications Ltd, 04/09/1990
Main UK Subsidiaries with Turnover (£'000) Euromonitor Publens. Ltd

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	8,268	7,588	6,569
Pre-tax Profit	-716	-33	189
Exports			
Non-Trading Income	3	0	2
Depreciation	198	199	186
Interest Paid	121	79	54
Auditors Fees	24	18	15
Directors Emoluments	482	510	489
Employee Pay	3,342	2,807	2,331
Number of Employees	152	124	106

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	411	548	558
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
<i>Total Fixed Assets</i>	411	548	558
Stocks	533	733	660
Trade Debtors	1,997	1,858	1,418
Other Current Assets	238	431	408
<i>Total Current Assets</i>	2,768	3,022	2,486
Total Assets	3,179	3,570	3,044
Trade Creditors	534	697	625
Short-Term Loans	1,270	1,076	587
Other Current Liabilities	1,104	464	373
<i>Total Current Liabilities</i>	2,908	2,237	1,585
T/Assets - C/Liabilities	271	1,333	1,459
Long-Term Loans	430	150	218
Other L/Term Liabilities	0	0	1
Total Capital & Reserves	-159	1,183	1,240
Capital Employed	271	1,333	1,459
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52

Euromonitor PLC

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-22.5	-0.9	6.3
Return on Capital (%)	-	-264.2	-2.4	13.0
Pre-tax Profit Margin (%)	-	-8.6	-0.4	2.9
Return on Investment (%)	-	-38.6	2.0	11.9
Rtn. on Total Capital & Reserves (%)	-	^	-2.7	15.3

Liquidity Ratios

Quick Ratio (Acid Test)	-	0.77	1.03	1.16
Current Ratio	-	0.96	1.36	1.57

Gearing Ratios

Total Debt / Net Worth (%)	-	^	103.7	65.0
Equity Gearing (%)	-	-4.7	49.6	68.8
Income Gearing (Interest Cover) (%)	-	^	171.8	22.3

Efficiency Ratios

Debtor Days Outstanding	-	88	89	79
Working Capital / Sales (%)	-	-1.6	10.4	13.8
Stocks / Sales (%)	-	6.5	9.7	10.1
Sales / Capital Employed	-	30.6	5.7	4.6
Sales / Fixed Assets	-	20.2	13.9	11.8
Creditor Days	-	24	34	35
Asset Utilisation	-	2.61	2.13	2.16

Employee Performance

Pay per Employee (£)	-	21,987	22,637	21,991
Profit per £ of Pay (£)	-	-0.21	-0.01	0.09
Profit per Employee (£)	-	-4,711	-266	1,783
Sales per Employee (£)	-	54,395	61,194	61,972
Capital Employed per Employee (£)	-	1,783	10,750	13,764
Fixed Assets per Employee (£)	-	2,704	4,419	5,264
Pay / Sales (%)	-	40.5	37.0	35.5

Other Ratios

Exports / Sales (%)	-	-	-	-
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League Table Positions

Profitability	Position in subsector
Return on Total Assets	113
Return on Capital	109
Pre-tax Profit Margin	111
Return on Investment	101

Liquidity	Position in subsector
Quick Ratio (Acid Test)	98
Current Ratio	96

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	105
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	93
Stocks / Sales	103
Sales / Fixed Assets	54
Asset Utilisation	48

Employee Performance	Position in subsector
Pay per Employee	53
Profit per £ of Pay	83
Sales per Employee	68
Capital Employed per Employee	72
Pay / Sales	18

Growth	Position in subsector
Sales Growth	57
Pre-tax Profit Growth	-
Total Assets Growth	83
Number of Employees Growth	23
Exports Growth	-

Special Notes

During 1999 acqrd Euromonitor International (Asia) PTE Ltd.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

European Digital Capital Ltd

Address 46 ELEANOR RD LONDON N11 2QS
Trading Activity The provision of market research , consulting and finance advice .
Main SIC Codes 74130
Directors (as at Jun 2001) Erik Fallstrom James D. B. McGrigor Erik J. P. Fallstrom
Company Secretary Leonie Fallstrom
Auditors J.B. Coutinho & Co
Date Incorporated 20/09/1991
Registered Number 02647620
Previous Name(s) with date(s) of change Arkwright Capital Ltd, 17/12/1999 Andlist Ltd, 30/04/1992
Ultimate Holding Company Brunstead Corp Nv

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	1,815	922	237
Pre-tax Profit	160	133	-14
Exports	1,698	767	
Non-Trading Income	46	23	
Depreciation	8	8	
Interest Paid			
Auditors Fees	4	3	
Directors Emoluments	18	18	
Employee Pay	18	18	18
Number of Employees	2	2	2

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	25	34	
Intangible Assets	0	0	0
Intermediate Assets	0	0	
<i>Total Fixed Assets</i>	<u>25</u>	34	42
Stocks	118	53	0
Trade Debtors	295	427	174
Other Current Assets	921	487	259
<i>Total Current Assets</i>	<u>1,334</u>	967	433
Total Assets	<u>1,359</u>	1,001	475
Trade Creditors	334	521	102
Short-Term Loans	376	0	
Other Current Liabilities	113	49	
<i>Total Current Liabilities</i>	<u>823</u>	570	145
T/Assets - C/Liabilities	<u>536</u>	431	330
Long-Term Loans	0	0	
Other L/Term Liabilities	0	0	
Total Capital & Reserves	536	431	330
Capital Employed	<u>536</u>	431	330
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

European Digital Capital Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	11.8	13.3	-2.9
Return on Capital (%)	-	29.9	30.9	-4.2
Pre-tax Profit Margin (%)	-	8.9	14.5	-5.9
Return on Investment (%)	-	-	-	-
Rtn. on Total Capital & Reserves (%)	-	29.9	30.9	-4.2

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.48	1.61	2.99
Current Ratio	-	1.63	1.70	2.99

Gearing Ratios				
Total Debt / Net Worth (%)	-	70.2	0.0	-
Equity Gearing (%)	-	65.2	75.7	227.6
Income Gearing (Interest Cover) (%)	-	-	-	-

Efficiency Ratios				
Debtor Days Outstanding	-	59	169	268
Working Capital / Sales (%)	-	28.2	43.1	121.6
Stocks / Sales (%)	-	6.6	5.8	0.0
Sales / Capital Employed	-	3.4	2.2	0.8
Sales / Fixed Assets	-	72.6	27.2	5.7
Creditor Days	-	67	206	157
Asset Utilisation	-	1.34	0.93	0.50

Employee Performance				
Pay per Employee (£)	-	9,000	9,000	9,000
Profit per £ of Pay (£)	-	8.89	7.39	-0.77
Profit per Employee (£)	-	80,000	66,500	-7,000
Sales per Employee (£)	-	907,500	461,000	118,500
Capital Employed per Employee (£)	-	268,000	215,500	165,000
Fixed Assets per Employee (£)	-	12,500	17,000	-
Pay / Sales (%)	-	1.0	2.0	7.6

Other Ratios				
Exports / Sales (%)	-	93.6	83.2	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	62
Return on Capital	67
Pre-tax Profit Margin	42
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	32
Current Ratio	26

Gearing	Position in subsector
Total Debt / Net Worth	64
Equity Gearing	38
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	44
Stocks / Sales	104
Sales / Fixed Assets	10
Asset Utilisation	104

Employee Performance	Position in subsector
Pay per Employee	81
Profit per £ of Pay	2
Sales per Employee	3
Capital Employed per Employee	2
Pay / Sales	90

Growth	Position in subsector
Sales Growth	4
Pre-tax Profit Growth	-
Total Assets Growth	11
Number of Employees Growth	61
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Facts International Ltd

Address
FACTS CENTRE
3 HENWOOD
HENWOOD INDUSTRIAL ESTATE
ASHFORD
KENT
TN24 8DH
Telephone
01233637000
Fax
01233626950
Trading Activity
The provision of market research services.
Main SIC Codes
74130
Directors (as at Jun 2001)
Barbara M. Lee
Elizabeth M. Teague
Company Secretary
Elizabeth M. Teague
Auditors
Finn-Kelcey & Chapman
Bankers
Lloyds Bank Plc.
Date Incorporated
15/04/1985
Registered Number
01905182
Previous Name(s) with date(s) of change
Fieldwork & Computerised Telephone
Interviewing Services L, 25/04/1986

Profit & Loss

Date of Accounts	31/07/2000	* year analysed in League Tables		
		31/07/1999	31/07/1998	31/07/1997
	£000s	£000s	£000s	£000s
Sales	2,859	2,511	1,989	1,466
Pre-tax Profit	91	198	150	90
Exports	0	263	303	173
Non-Trading Income	4	2	2	0
Depreciation	44	39	31	34
Interest Paid	1	4	3	3
Auditors Fees	13	9	9	3
Directors Emoluments	187	262	211	203
Employee Pay	713	554	503	608
Number of Employees	38	30	24	172

Balance Sheet

Date of Accounts	31/07/2000	31/07/1999	31/07/1998	31/07/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	141	162	99	92
Intangible Assets	0	0	0	0
Intermediate Assets	0	0	0	0
Total Fixed Assets	141	162	99	92
Stocks	14	7	14	1
Trade Debtors	737	508	551	307
Other Current Assets	129	287	108	59
Total Current Assets	880	802	673	367
Total Assets	1,021	964	772	459
Trade Creditors	31	29	51	20
Short-Term Loans	33	64	0	46
Other Current Liabilities	485	441	447	247
Total Current Liabilities	549	534	498	313
T/Assets - C/Liabilities	472	430	274	146
Long-Term Loans	0	25	25	3
Other L/Term Liabilities	5	6	2	3
Total Capital & Reserves	467	399	247	140
Capital Employed	472	430	274	146
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 31/07/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Facts International Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	9.0	20.6	19.5	19.7
Return on Capital (%)	19.3	46.1	54.8	61.7
Pre-tax Profit Margin (%)	3.2	7.9	7.6	6.2
Return on Investment (%)	18.3	40.9	55.9	48.5
Rtn. on Total Capital & Reserves (%)	19.5	49.7	60.8	64.3

Liquidity Ratios				
Quick Ratio (Acid Test)	1.58	1.49	1.33	1.17
Current Ratio	1.61	1.51	1.36	1.18

Gearing Ratios				
Total Debt / Net Worth (%)	7.1	22.4	10.2	35.0
Equity Gearing (%)	84.3	70.7	47.1	43.9
Income Gearing (Interest Cover) (%)	1.1	2.0	2.0	3.3

Efficiency Ratios				
Debtor Days Outstanding	94	74	101	76
Working Capital / Sales (%)	11.6	10.7	8.8	3.7
Stocks / Sales (%)	0.5	0.3	0.8	0.1
Sales / Capital Employed	6.1	5.9	7.3	10.1
Sales / Fixed Assets	20.3	15.6	20.1	16.0
Creditor Days	4	4	9	5
Asset Utilisation	2.81	2.61	2.58	3.20

Employee Performance				
Pay per Employee (£)	18,763	18,467	20,958	3,535
Profit per £ of Pay (£)	0.13	0.36	0.30	0.15
Profit per Employee (£)	2,395	6,600	6,250	523
Sales per Employee (£)	75,237	83,700	82,875	8,523
Capital Employed per Employee (£)	12,421	14,333	11,417	849
Fixed Assets per Employee (£)	3,711	5,400	4,125	535
Pay / Sales (%)	25.0	22.1	25.3	41.5

Other Ratios				
Exports / Sales (%)	0.0	10.5	15.3	11.9

League Table Positions

Profitability	Position in subsector
Return on Total Assets	40
Return on Capital	49
Pre-tax Profit Margin	50
Return on Investment	37

Liquidity	Position in subsector
Quick Ratio (Acid Test)	30
Current Ratio	35

Gearing	Position in subsector
Total Debt / Net Worth	46
Equity Gearing	34
Income Gearing (Interest Cover)	47

Efficiency	Position in subsector
Debtor Days Outstanding	73
Stocks / Sales	57
Sales / Fixed Assets	72
Asset Utilisation	46

Employee Performance	Position in subsector
Pay per Employee	66
Profit per £ of Pay	32
Sales per Employee	45
Capital Employed per Employee	34
Pay / Sales	72

Growth	Position in subsector
Sales Growth	21
Pre-tax Profit Growth	20
Total Assets Growth	23
Number of Employees Growth	74
Exports Growth	11

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

F D S Market Research Holdings Ltd

Address HILL HOUSE HIGHGATE HILL LONDON N19 5NA	
Telephone 02072727766	
Fax 02072724468	
Trading Activity A group engaged in market research and the provision of computerised telephone research facilities.	
Main SIC Codes 74130	
Directors (as at Jun 2001) Ivor Crewe Stephen J. Link Michele L. Silber Janet R. Weitz Sheila A. Carey Susan Cartmel	
Company Secretary Barry J. Weitz	
Auditors Harold Everett Wreford	
Date Incorporated 07/08/1985	
Registered Number 01937093	
Previous Name(s) with date(s) of change Fds (Market Research) Group Ltd, 14/12/1989 Volgapark Ltd, 28/11/1985	
Main UK Subsidiaries with Turnover	(£'000)
Fds Intl. Ltd	3,249
Cardinal Mktg. & Research Consultants Ltd	887
Telefact Research Ltd	
Ace Fieldwork Ltd	
Ifc Research Ltd	

Profit & Loss

Date of Accounts	29/02/2000	28/02/1999	28/02/1998
	£000s	£000s	£000s
Sales	4,779	3,768	4,162
Pre-tax Profit	82	79	147
Exports	107	12	95
Non-Trading Income	1	-8	-12
Depreciation	146	113	97
Interest Paid	18	23	34
Auditors Fees	18	12	17
Directors Emoluments	356	355	257
Employee Pay	2,353	1,691	1,588
Number of Employees	500	288	172

Balance Sheet

Date of Accounts	29/02/2000	28/02/1999	28/02/1998
	£000s	£000s	£000s
Tangible Fixed Assets	277	329	336
Intangible Assets	0	0	25
Intermediate Assets	0	0	38
Total Fixed Assets	277	329	399
Stocks	5	5	0
Trade Debtors	635	553	705
Other Current Assets	222	234	115
Total Current Assets	862	792	820
Total Assets	1,139	1,121	1,219
Trade Creditors	261	174	348
Short-Term Loans	0	83	122
Other Current Liabilities	520	648	623
Total Current Liabilities	781	905	1,093
T/Assets - C/Liabilities	358	216	126
Long-Term Loans	88	0	17
Other L/Term Liabilities	66	59	0
Total Capital & Reserves	204	157	109
Capital Employed	358	216	126
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52

F D S Market Research Holdings Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	7.2	7.1	12.1
Return on Capital (%)	-	23.0	36.6	116.7
Pre-tax Profit Margin (%)	-	1.8	2.1	3.6
Return on Investment (%)	-	28.0	34.2	73.0
Rtn. on Total Capital & Reserves (%)	-	40.2	50.4	134.9

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.10	0.87	0.76
Current Ratio	-	1.11	0.88	0.76

Gearing Ratios				
Total Debt / Net Worth (%)	-	43.2	52.9	165.5
Equity Gearing (%)	-	21.9	16.3	9.9
Income Gearing (Interest Cover) (%)	-	18.0	22.6	18.8

Efficiency Ratios				
Debtor Days Outstanding	-	48	54	62
Working Capital / Sales (%)	-	1.7	-2.9	-6.5
Stocks / Sales (%)	-	0.2	0.2	0.0
Sales / Capital Employed	-	13.4	17.5	33.1
Sales / Fixed Assets	-	17.3	11.5	11.2
Creditor Days	-	20	17	31
Asset Utilisation	-	4.20	3.37	3.42

Employee Performance				
Pay per Employee (£)	-	4,706	5,872	9,233
Profit per £ of Pay (£)	-	0.04	0.05	0.10
Profit per Employee (£)	-	164	274	855
Sales per Employee (£)	-	9,558	13,083	24,198
Capital Employed per Employee (£)	-	716	750	733
Fixed Assets per Employee (£)	-	554	1,142	1,953
Pay / Sales (%)	-	49.3	44.9	38.2

Other Ratios				
Exports / Sales (%)	-	2.3	0.4	2.3

League Table Positions

Profitability	Position in subsector
Return on Total Assets	77
Return on Capital	76
Pre-tax Profit Margin	83
Return on Investment	53

Liquidity	Position in subsector
Quick Ratio (Acid Test)	69
Current Ratio	76

Gearing	Position in subsector
Total Debt / Net Worth	55
Equity Gearing	75
Income Gearing (Interest Cover)	76

Efficiency	Position in subsector
Debtor Days Outstanding	27
Stocks / Sales	55
Sales / Fixed Assets	67
Asset Utilisation	6

Employee Performance	Position in subsector
Pay per Employee	87
Profit per £ of Pay	64
Sales per Employee	89
Capital Employed per Employee	75
Pay / Sales	11

Growth	Position in subsector
Sales Growth	71
Pre-tax Profit Growth	63
Total Assets Growth	90
Number of Employees Growth	9
Exports Growth	19

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Flackett, Stevens & Associates Ltd

Address
5 HILLGATE STREET
LONDON
W8 7SP

Telephone
02077922601

Fax
02077278558

Trading Activity
Marketing research.

Main SIC Codes
74130

Directors (as at Jun 2001)
Roy F. Stevens
Ivor C. Stocker
Michael Spedding

Company Secretary
Roy F. Stevens

Auditors
Pricewaterhousecoopers

Date Incorporated
20/02/1989

Registered Number
02350085

Previous Name(s) with date(s) of change
Savezone Ltd, 23/03/1989

Holding Company
Interactive Research Ltd

Ultimate Holding Company
United Bus. Media PLC

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	1,314	1,230	1,038
Pre-tax Profit	491	402	290
Exports	0	0	0
Non-Trading Income	10	8	5
Depreciation	32	21	19
Interest Paid	0	0	0
Auditors Fees	5	5	5
Directors Emoluments	42	36	37
Employee Pay	252	209	201
Number of Employees	15	14	13

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	94	69	65
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	94	69	65
Stocks	0	0	0
Trade Debtors	408	443	194
Other Current Assets	331	285	336
Total Current Assets	739	728	530
Total Assets	833	797	595
Trade Creditors	18	4	45
Short-Term Loans	93	82	80
Other Current Liabilities	635	597	484
Total Current Liabilities	746	683	609
T/Assets - C/Liabilities	87	114	-14
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	87	114	-14
Capital Employed	87	114	-14
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Flackett, Stevens & Associates Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	59.0	50.5	48.8
Return on Capital (%)	-	564.4	352.7	^
Pre-tax Profit Margin (%)	-	37.4	32.7	28.0
Return on Investment (%)	-	272.8	205.2	439.4
Rtn. on Total Capital & Reserves (%)	-	564.4	352.7	^
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.00	1.07	0.88
Current Ratio	-	1.00	1.07	0.88
Gearing Ratios				
Total Debt / Net Worth (%)	-	106.9	72.0	^
Equity Gearing (%)	-	11.7	16.7	-2.2
Income Gearing (Interest Cover) (%)	-	0.0	0.0	0.0
Efficiency Ratios				
Debtor Days Outstanding	-	113	131	68
Working Capital / Sales (%)	-	-0.5	3.7	-7.6
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	15.2	10.8	^
Sales / Fixed Assets	-	14.0	17.9	16.0
Creditor Days	-	5	1	16
Asset Utilisation	-	1.58	1.55	1.75
Employee Performance				
Pay per Employee (£)	-	16,800	14,929	15,462
Profit per £ of Pay (£)	-	1.95	1.93	1.45
Profit per Employee (£)	-	32,733	28,714	22,308
Sales per Employee (£)	-	87,600	87,857	79,846
Capital Employed per Employee (£)	-	5,800	8,143	-1,077
Fixed Assets per Employee (£)	-	6,267	4,929	5,000
Pay / Sales (%)	-	19.2	17.0	19.4
Other Ratios				
Exports / Sales (%)	-	0.0	0.0	0.0

League Table Positions

Profitability		Position in subsector
Return on Total Assets		7
Return on Capital		4
Pre-tax Profit Margin		3
Return on Investment		3
Liquidity		Position in subsector
Quick Ratio (Acid Test)		83
Current Ratio		89
Gearing		Position in subsector
Total Debt / Net Worth		73
Equity Gearing		84
Income Gearing (Interest Cover)		3
Efficiency		Position in subsector
Debtor Days Outstanding		110
Stocks / Sales		10
Sales / Fixed Assets		79
Asset Utilisation		94
Employee Performance		Position in subsector
Pay per Employee		70
Profit per £ of Pay		4
Sales per Employee		42
Capital Employed per Employee		56
Pay / Sales		79
Growth		Position in subsector
Sales Growth		55
Pre-tax Profit Growth		26
Total Assets Growth		47
Number of Employees Growth		44
Exports Growth		-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Flamingo Research Ltd

Address
334 CHISWICK HIGH ROAD
LONDON
W4 5TA

Telephone
020 74908455

Fax
020 89948866

Trading Activity
The provision of qualitative market research
and product development consultancy services.

Main SIC Codes
74140

Directors (as at Jun 2001)
Christina C. Fuller
James F. W. Parsons
Margaret Collier

Company Secretary
Christina C. Fuller

Auditors
James Worley & Sons

Bankers
Barclays Bank Plc.

Date Incorporated
30/07/1992

Registered Number
02735873

Previous Name(s) with date(s) of change
R.D.S. International Ltd, 02/06/1997
M&R 532 Ltd, 27/08/1992

Profit & Loss

Date of Accounts	30/04/2000	30/04/1999	30/04/1998
	£000s	£000s	£000s
Sales	2,903	2,662	1,994
Pre-tax Profit	150	105	239
Exports	1,543	1,152	1,109
Non-Trading Income	12	14	12
Depreciation	44	38	26
Interest Paid	6	6	3
Auditors Fees	5	5	5
Directors Emoluments	542	344	248
Employee Pay	814	641	408
Number of Employees	15	15	15

Balance Sheet

Date of Accounts	30/04/2000	30/04/1999	30/04/1998
	£000s	£000s	£000s
Tangible Fixed Assets	153	158	60
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	153	158	60
Stocks	61	44	65
Trade Debtors	798	657	367
Other Current Assets	327	188	359
Total Current Assets	1,186	889	791
Total Assets	1,339	1,047	851
Trade Creditors	209	226	200
Short-Term Loans	18	18	14
Other Current Liabilities	535	306	205
Total Current Liabilities	762	550	419
T/Assets - C/Liabilities	577	497	432
Long-Term Loans	29	18	6
Other L/Term Liabilities	0	0	20
Total Capital & Reserves	548	479	406
Capital Employed	577	497	432
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Flamingo Research Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	11.3	10.1	28.1
Return on Capital (%)	-	26.0	21.2	55.4
Pre-tax Profit Margin (%)	-	5.2	4.0	12.0
Return on Investment (%)	-	26.3	21.6	54.3
Rtn. on Total Capital & Reserves (%)	-	27.4	22.0	58.9
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.48	1.54	1.74
Current Ratio	-	1.56	1.62	1.89
Gearing Ratios				
Total Debt / Net Worth (%)	-	8.6	7.6	5.0
Equity Gearing (%)	-	69.3	84.4	91.3
Income Gearing (Interest Cover) (%)	-	3.9	5.5	1.3
Efficiency Ratios				
Debtor Days Outstanding	-	100	90	67
Working Capital / Sales (%)	-	14.7	12.8	18.7
Stocks / Sales (%)	-	2.2	1.7	3.3
Sales / Capital Employed	-	5.1	5.4	4.7
Sales / Fixed Assets	-	19.0	16.9	33.3
Creditor Days	-	26	31	37
Asset Utilisation	-	2.17	2.55	2.35
Employee Performance				
Pay per Employee (£)	-	54,267	42,733	27,200
Profit per £ of Pay (£)	-	0.19	0.17	0.59
Profit per Employee (£)	-	10,000	7,000	15,933
Sales per Employee (£)	-	193,533	177,467	132,933
Capital Employed per Employee (£)	-	38,467	33,133	28,800
Fixed Assets per Employee (£)	-	10,200	10,533	4,000
Pay / Sales (%)	-	28.1	24.1	20.5
Other Ratios				
Exports / Sales (%)	-	53.2	43.3	55.7

League Table Positions

Profitability	Position in subsector
Return on Total Assets	64
Return on Capital	71
Pre-tax Profit Margin	63
Return on Investment	57
Liquidity	Position in subsector
Quick Ratio (Acid Test)	33
Current Ratio	31
Gearing	Position in subsector
Total Debt / Net Worth	34
Equity Gearing	35
Income Gearing (Interest Cover)	56
Efficiency	Position in subsector
Debtor Days Outstanding	102
Stocks / Sales	79
Sales / Fixed Assets	59
Asset Utilisation	65
Employee Performance	Position in subsector
Pay per Employee	4
Profit per £ of Pay	44
Sales per Employee	12
Capital Employed per Employee	11
Pay / Sales	54
Growth	Position in subsector
Sales Growth	36
Pre-tax Profit Growth	60
Total Assets Growth	38
Number of Employees Growth	58
Exports Growth	13

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Frost & Sullivan, Ltd

Address
SULLIVAN HOUSE
4 GROSVENOR GARDENS
LONDON
SW1W 0DH

Telephone
02077303438

Fax
02077303343

Trading Activity
The sale of industrial market research reports and the marketing and presentation of information technology and management seminars and conferences.

Main SIC Codes
74130

Directors (as at Jun 2001)
Andrew B. Small
Christopher M. K. Appleyard
David Frigstad
Wyman Bravard

Company Secretary
Maurice R. Smithson

Auditors
Pricewaterhousecoopers

Bankers
Barclays Bank Plc.

Date Incorporated
25/06/1973

Registered Number
01119817

Holding Company
Frost & Sullivan Inc.

Ultimate Holding Company
Frost & Sullivan Inc.

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	12,910	12,292	11,445
Pre-tax Profit	193	55	187
Exports	2,792	2,676	3,052
Non-Trading Income	26	12	17
Depreciation	131	107	105
Interest Paid	0	0	1
Auditors Fees	17	16	15
Directors Emoluments	98	92	111
Employee Pay	4,692	4,058	3,392
Number of Employees	176	163	178

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	379	256	236
Intangible Assets	13	14	0
Intermediate Assets	0	0	0
Total Fixed Assets	392	270	236
Stocks	0	0	0
Trade Debtors	2,020	1,687	1,786
Other Current Assets	1,269	1,330	1,311
Total Current Assets	3,289	3,017	3,097
Total Assets	3,681	3,287	3,333
Trade Creditors	1,335	1,155	1,038
Short-Term Loans	0	0	0
Other Current Liabilities	1,458	1,944	1,477
Total Current Liabilities	2,793	3,099	2,515
T/Assets - C/Liabilities	888	188	818
Long-Term Loans	2,908	2,395	3,078
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	-2,020	-2,207	-2,260
Capital Employed	888	188	818
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

League Table Positions

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	5.3	1.7	5.7
Return on Capital (%)	-	21.8	29.3	22.9
Pre-tax Profit Margin (%)	-	1.5	0.5	1.7
Return on Investment (%)	-	21.8	29.3	23.0
Rtn. on Total Capital & Reserves (%)	-	^	^	^

Profitability	Position in subsector
Return on Total Assets	85
Return on Capital	78
Pre-tax Profit Margin	87
Return on Investment	66

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.18	0.98	1.24
Current Ratio	-	1.18	0.98	1.24

Liquidity	Position in subsector
Quick Ratio (Acid Test)	59
Current Ratio	65

Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	^
Equity Gearing (%)	-	-35.4	-40.1	-40.4
Income Gearing (Interest Cover) (%)	-	0.0	0.0	0.6

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	114
Income Gearing (Interest Cover)	13

Efficiency Ratios				
Debtor Days Outstanding	-	57	50	57
Working Capital / Sales (%)	-	3.9	-0.6	5.1
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	14.6	65.4	14.0
Sales / Fixed Assets	-	34.1	48.1	48.5
Creditor Days	-	38	34	33
Asset Utilisation	-	3.51	3.74	3.44

Efficiency	Position in subsector
Debtor Days Outstanding	39
Stocks / Sales	11
Sales / Fixed Assets	37
Asset Utilisation	17

Employee Performance				
Pay per Employee (£)	-	26,659	24,896	19,056
Profit per £ of Pay (£)	-	0.05	0.02	0.06
Profit per Employee (£)	-	1,097	337	1,051
Sales per Employee (£)	-	73,352	75,411	64,298
Capital Employed per Employee (£)	-	5,045	1,153	4,596
Fixed Assets per Employee (£)	-	2,153	1,571	1,326
Pay / Sales (%)	-	36.4	33.1	29.7

Employee Performance	Position in subsector
Pay per Employee	41
Profit per £ of Pay	62
Sales per Employee	53
Capital Employed per Employee	62
Pay / Sales	31

Other Ratios				
Exports / Sales (%)	-	21.7	21.8	26.7

Growth	Position in subsector
Sales Growth	73
Pre-tax Profit Growth	46
Total Assets Growth	74
Number of Employees Growth	63
Exports Growth	20

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

The Gallup Organization Ltd

Address DRAPERS CT KINGSTON HALL RD KINGSTON UPON THAMES SURREY KT1 2BG	
Telephone 02089397000	
Fax 02089397039	
Trading Activity The provision of market research services, including opinion polls, customer satisfaction and employee attitude studies and also personnel selection and development services.	
Main SIC Codes 74130 74500	
Directors (as at Jun 2001) Alec Gallup Jacques P. Murphy James Krieger Jillian W. Garrett Graeme L. Buckingham	
Company Secretary Linda J. Gambles	
Auditors Menzies	
Bankers Barclays Bank Plc.	
Date Incorporated 12/02/1992	
Registered Number 02686721	
Previous Name(s) with date(s) of change Selection Research Ltd, 05/07/1995 Sri Group Ltd, 11/11/1992	
Holding Company Gallup Inc.	
Ultimate Holding Company Gallup Inc.	
Main UK Subsidiaries with Turnover (£'000) Retail Statistics Ltd Selection Research Ltd Gallup Audit Co. Ltd Eur. Strategy Counsel Ltd	

Profit & Loss

Date of Accounts	* year analysed in League Tables			
	31/12/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Sales	7,933	7,436	6,200	6,097
Pre-tax Profit	-28	-10	213	-175
Exports		818	1,299	1,746
Non-Trading Income	36	0	144	-47
Depreciation	264	270	282	293
Interest Paid	19	40	43	34
Auditors Fees	13	14	12	12
Directors Emoluments	252	219	364	449
Employee Pay	3,728	3,774	3,455	3,376
Number of Employees	154	220	190	197

Balance Sheet

Date of Accounts	31/12/2000 £000s	31/12/1999 £000s	31/12/1998 £000s	31/12/1997 £000s
Tangible Fixed Assets	903	974	899	518
Intangible Assets	0	0	0	1,035
Intermediate Assets	0	106	106	1
Total Fixed Assets	903	1,080	1,005	1,554
Stocks	0	389	136	21
Trade Debtors	854	1,028	1,004	1,575
Other Current Assets	725	354	370	671
Total Current Assets	1,579	1,771	1,510	2,267
Total Assets	2,482	2,851	2,515	3,821
Trade Creditors	272	502	501	335
Short-Term Loans	2	625	361	1,071
Other Current Liabilities	783	1,050	848	738
Total Current Liabilities	1,057	2,177	1,710	2,144
T/Assets - C/Liabilities	1,425	674	805	1,677
Long-Term Loans	0	2	123	1,208
Other L/Term Liabilities	781	0	0	0
Total Capital & Reserves	644	672	682	469
Capital Employed	1,425	674	805	1,677
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company's accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

The Gallup Organization Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-1.1	-0.3	8.5	-4.5
Return on Capital (%)	-1.9	-1.4	26.5	-10.4
Pre-tax Profit Margin (%)	-0.3	-0.1	3.5	-2.8
Return on Investment (%)	-0.6	2.4	22.0	-5.1
Rtn. on Total Capital & Reserves (%)	-4.3	-1.4	31.3	-37.3

Liquidity Ratios				
Quick Ratio (Acid Test)	1.50	0.64	0.81	1.05
Current Ratio	1.50	0.82	0.89	1.06

Gearing Ratios				
Total Debt / Net Worth (%)	0.4	93.4	71.0	^
Equity Gearing (%)	35.1	30.9	37.3	14.0
Income Gearing (Interest Cover) (%)	^	133.4	16.8	^

Efficiency Ratios				
Debtor Days Outstanding	39	50	59	94
Working Capital / Sales (%)	6.6	-5.4	-3.2	2.1
Stocks / Sales (%)	0.0	5.3	2.2	0.4
Sales / Capital Employed	5.6	11.1	7.8	3.7
Sales / Fixed Assets	8.8	6.9	6.2	11.8
Creditor Days	13	25	29	20
Asset Utilisation	3.20	2.61	2.47	1.60

Employee Performance				
Pay per Employee (£)	24,208	17,155	18,184	17,137
Profit per £ of Pay (£)	0.00	0.00	0.07	-0.05
Profit per Employee (£)	-182	-45	1,121	-888
Sales per Employee (£)	51,513	33,800	32,632	30,949
Capital Employed per Employee (£)	9,253	3,064	4,237	8,513
Fixed Assets per Employee (£)	5,864	4,427	4,732	2,629
Pay / Sales (%)	47.0	50.8	55.8	55.4

Other Ratios				
Exports / Sales (%)	-	11.1	21.0	28.7

League Table Positions

Profitability	Position in subsector
Return on Total Assets	96
Return on Capital	96
Pre-tax Profit Margin	96
Return on Investment	87

Liquidity	Position in subsector
Quick Ratio (Acid Test)	105
Current Ratio	105

Gearing	Position in subsector
Total Debt / Net Worth	70
Equity Gearing	61
Income Gearing (Interest Cover)	87

Efficiency	Position in subsector
Debtor Days Outstanding	30
Stocks / Sales	99
Sales / Fixed Assets	104
Asset Utilisation	47

Employee Performance	Position in subsector
Pay per Employee	69
Profit per £ of Pay	71
Sales per Employee	76
Capital Employed per Employee	70
Pay / Sales	8

Growth	Position in subsector
Sales Growth	61
Pre-tax Profit Growth	-
Total Assets Growth	99
Number of Employees Growth	47
Exports Growth	30

Special Notes

1998 PBT includes 198k exceptional income (1997 = 59k).

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

Company Profiles

George Street Research Ltd

Address
24 BROUGHTON STREET
EDINBURGH
MIDLOTHIAN
EH1 3RH

Telephone
01314787505

Fax
01314787504

Trading Activity
The provision of market research and consultancy services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Alexandra H. L. Laird
Brian S. Chappell
Joanna E. Fawcett Lipscombe
Susan E. Granville

Company Secretary
Balfour & Manson

Auditors
Scott-Moncrieff

Bankers
Bank Of Scotland

Date Incorporated
21/03/1989

Registered Number
02364135

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	579	533	505
Pre-tax Profit	29	-6	2
Exports			0
Non-Trading Income	0	0	0
Depreciation	32	30	19
Interest Paid	8	10	4
Auditors Fees	1	1	1
Directors Emoluments	132	68	78
Employee Pay			293
Number of Employees			

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	86	95	77
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
<i>Total Fixed Assets</i>	86	95	77
Stocks	38	31	31
Trade Debtors	195	50	75
Other Current Assets	141	10	9
<i>Total Current Assets</i>	374	91	115
Total Assets	460	186	192
Trade Creditors	70	14	36
Short-Term Loans	27	77	66
Other Current Liabilities	317	68	62
<i>Total Current Liabilities</i>	414	159	164
T/Assets - C/Liabilities	46	27	28
Long-Term Loans	16	18	19
Other L/Term Liabilities	2	3	3
Total Capital & Reserves	28	6	6
Capital Employed	46	27	28
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

George Street Research Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	6.4	-3.2	1.1
Return on Capital (%)	-	63.1	-22.2	7.2
Pre-tax Profit Margin (%)	-	5.1	-1.1	0.4
Return on Investment (%)	-	50.7	3.9	6.4
Rtn. on Total Capital & Reserves (%)	-	103.6	-100.0	33.4
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.82	0.38	0.52
Current Ratio	-	0.91	0.58	0.71
Gearing Ratios				
Total Debt / Net Worth (%)	-	153.6	1,583.4	1,416.7
Equity Gearing (%)	-	6.5	3.4	3.3
Income Gearing (Interest Cover) (%)	-	21.7	250.0	66.7
Efficiency Ratios				
Debtor Days Outstanding	-	123	34	54
Working Capital / Sales (%)	-	-6.9	-12.7	-9.7
Stocks / Sales (%)	-	6.6	5.9	6.2
Sales / Capital Employed	-	12.6	19.8	18.1
Sales / Fixed Assets	-	6.8	5.7	6.6
Creditor Days	-	44	10	26
Asset Utilisation	-	1.26	2.87	2.64
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	0.01
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	58.1
Other Ratios				
Exports / Sales (%)	-	-	-	0.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	81
Return on Capital	37
Pre-tax Profit Margin	65
Return on Investment	28
Liquidity	Position in subsector
Quick Ratio (Acid Test)	95
Current Ratio	100
Gearing	Position in subsector
Total Debt / Net Worth	76
Equity Gearing	92
Income Gearing (Interest Cover)	80
Efficiency	Position in subsector
Debtor Days Outstanding	115
Stocks / Sales	105
Sales / Fixed Assets	105
Asset Utilisation	108
Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-
Growth	Position in subsector
Sales Growth	72
Pre-tax Profit Growth	4
Total Assets Growth	20
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

G F K GB Ltd

Address
10 FITZROY SQUARE
LONDON
W1T 5HP

Telephone
02078724600

Fax
02078724601

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Gerard Hermet

Company Secretary
David S. Glass

Auditors
Pannell Kerr Forster

Date Incorporated
19/02/1981

Registered Number
01546385

Previous Name(s) with date(s) of change
Gfk Market Research Ltd, 14/04/1992

Holding Company
Gfk Ag

Ultimate Holding Company
Gfk Ag

Profit & Loss

Date of Accounts	31/12/2000	* year analysed in League Tables		
		31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Sales	3,328	4,707	4,224	3,515
Pre-tax Profit	-479	-429	-43	4
Exports	1,711	1,645	2,827	1,925
Non-Trading Income	3	1	6	3
Depreciation	49	35	28	13
Interest Paid	0	0	0	0
Auditors Fees	11	11	10	10
Directors Emoluments	0	0	0	0
Employee Pay	826	933	694	528
Number of Employees	24	32	29	22

Balance Sheet

Date of Accounts	31/12/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	90	94	73	64
Intangible Assets	0	0	0	0
Intermediate Assets	0	0	0	0
Total Fixed Assets	90	94	73	64
Stocks	30	55	19	129
Trade Debtors	538	1,497	1,068	896
Other Current Assets	510	297	271	292
Total Current Assets	1,078	1,849	1,358	1,317
Total Assets	1,168	1,943	1,431	1,381
Trade Creditors	108	173	300	240
Short-Term Loans	388	1,302	651	484
Other Current Liabilities	426	721	439	579
Total Current Liabilities	922	2,196	1,390	1,303
T/Assets - C/Liabilities	246	-253	41	78
Long-Term Loans	0	0	0	0
Other L/Term Liabilities	0	0	0	0
Total Capital & Reserves	246	-253	41	78
Capital Employed	246	-253	41	78
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-41.0	-22.0	-3.0	0.3
Return on Capital (%)	-194.7	^	-104.8	5.2
Pre-tax Profit Margin (%)	-14.3	-9.1	-1.0	0.2
Return on Investment (%)	-75.5	-40.8	-6.2	0.8
Rtn. on Total Capital & Reserves (%)	-194.7	^	-104.8	5.2
Liquidity Ratios				
Quick Ratio (Acid Test)	1.14	0.82	0.97	0.92
Current Ratio	1.17	0.85	0.98	1.02
Gearing Ratios				
Total Debt / Net Worth (%)	157.8	^	1,587.9	620.6
Equity Gearing (%)	26.7	-11.5	3.0	6.0
Income Gearing (Interest Cover) (%)	^	^	^	0.0
Efficiency Ratios				
Debtor Days Outstanding	59	116	92	93
Working Capital / Sales (%)	4.7	-7.3	-0.7	0.4
Stocks / Sales (%)	1.0	1.2	0.5	3.7
Sales / Capital Employed	13.6	^	103.1	45.1
Sales / Fixed Assets	37.0	50.1	57.9	55.0
Creditor Days	12	13	26	25
Asset Utilisation	2.85	2.43	2.96	2.55
Employee Performance				
Pay per Employee (£)	34,417	29,156	23,931	24,000
Profit per £ of Pay (£)	-0.57	-0.45	-0.06	0.01
Profit per Employee (£)	-19,958	-13,406	-1,483	182
Sales per Employee (£)	138,667	147,094	145,655	159,773
Capital Employed per Employee (£)	10,250	-7,906	1,414	3,545
Fixed Assets per Employee (£)	3,750	2,938	2,517	2,909
Pay / Sales (%)	24.9	19.9	16.5	15.1
Other Ratios				
Exports / Sales (%)	51.5	35.0	67.0	54.8

League Table Positions

Profitability		Position in subsector
Return on Total Assets		112
Return on Capital		-
Pre-tax Profit Margin		112
Return on Investment		102
Liquidity		Position in subsector
Quick Ratio (Acid Test)		94
Current Ratio		103
Gearing		Position in subsector
Total Debt / Net Worth		-
Equity Gearing		109
Income Gearing (Interest Cover)		-
Efficiency		Position in subsector
Debtor Days Outstanding		113
Stocks / Sales		67
Sales / Fixed Assets		17
Asset Utilisation		53
Employee Performance		Position in subsector
Pay per Employee		31
Profit per £ of Pay		88
Sales per Employee		18
Capital Employed per Employee		86
Pay / Sales		77
Growth		Position in subsector
Sales Growth		47
Pre-tax Profit Growth		-
Total Assets Growth		44
Number of Employees Growth		22
Exports Growth		24

Special Notes

1999 PBT includes 1.666m administrative expenses (1998 = 1.487m).

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

G F K Marketing Services Ltd

Address 7 STATION APPROACH WEST BYFLEET SURREY KT14 6NL	
Telephone 08706038100	
Fax 08706038200	
Trading Activity To carry out consumer market research with an emphasis on continuous syndicated services.	
Main SIC Codes 74130	
Directors (as at Jun 2001) Gerard Hermet	
Company Secretary David S. Glass	
Auditors Pannell Kerr Forster	
Date Incorporated 07/12/1989	
Registered Number 02450463	
Previous Name(s) with date(s) of change G & A Marketing Services Ltd, 27/03/1992 Lorune Ltd, 13/06/1990	
Holding Company Gfk (U.K.) Ltd	
Ultimate Holding Company Gfk Ag	
Main UK Subsidiaries with Turnover Gfk Telephone Research Srvcs. Ltd	(£'000) 712

Profit & Loss

Date of Accounts	* year analysed in League Tables			
	31/12/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Sales	12,522	12,886	11,860	11,145
Pre-tax Profit	1,643	1,703	1,529	1,495
Exports	2,606	2,378	1,757	1,815
Non-Trading Income	139	123	143	85
Depreciation	338	342	246	170
Interest Paid	0	0	0	0
Auditors Fees	13	13	12	11
Directors Emoluments	0	0	0	0
Employee Pay	5,137	4,540	3,978	3,595
Number of Employees	204	207	197	190

Balance Sheet

Date of Accounts	31/12/2000 £000s	31/12/1999 £000s	31/12/1998 £000s	31/12/1997 £000s
Tangible Fixed Assets	343	526	596	364
Intangible Assets	0	0	0	0
Intermediate Assets	214	181	180	0
Total Fixed Assets	557	707	776	364
Stocks	8	58	143	0
Trade Debtors	2,301	2,370	1,899	2,087
Other Current Assets	2,173	3,267	2,933	3,005
Total Current Assets	4,482	5,695	4,975	5,092
Total Assets	5,039	6,402	5,751	5,456
Trade Creditors	370	285	664	679
Short-Term Loans	472	207	139	137
Other Current Liabilities	3,037	3,665	3,855	3,583
Total Current Liabilities	3,879	4,157	4,658	4,399
T/Assets - C/Liabilities	1,160	2,245	1,093	1,057
Long-Term Loans	0	0	0	0
Other L/Term Liabilities	0	0	0	0
Total Capital & Reserves	1,160	2,245	1,093	1,057
Capital Employed	1,160	2,245	1,093	1,057
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

G F K Marketing Services Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	32.7	26.7	26.6	27.5
Return on Capital (%)	141.7	75.9	139.9	141.5
Pre-tax Profit Margin (%)	13.2	13.3	12.9	13.5
Return on Investment (%)	100.7	69.5	124.2	125.3
Rtn. on Total Capital & Reserves (%)	141.7	75.9	139.9	141.5
Liquidity Ratios				
Quick Ratio (Acid Test)	1.16	1.36	1.04	1.16
Current Ratio	1.16	1.37	1.07	1.16
Gearing Ratios				
Total Debt / Net Worth (%)	40.7	9.3	12.8	13.0
Equity Gearing (%)	30.0	54.1	23.5	24.1
Income Gearing (Interest Cover) (%)	0.0	0.0	0.0	0.0
Efficiency Ratios				
Debtor Days Outstanding	67	67	58	68
Working Capital / Sales (%)	4.9	12.0	2.7	6.3
Stocks / Sales (%)	0.1	0.5	1.3	0.0
Sales / Capital Employed	10.8	5.8	10.9	10.6
Sales / Fixed Assets	22.5	18.3	15.3	30.7
Creditor Days	11	8	20	22
Asset Utilisation	2.49	2.02	2.07	2.05
Employee Performance				
Pay per Employee (£)	25,181	21,932	20,193	18,921
Profit per £ of Pay (£)	0.32	0.38	0.39	0.42
Profit per Employee (£)	8,054	8,227	7,761	7,868
Sales per Employee (£)	61,382	62,251	60,203	58,658
Capital Employed per Employee (£)	5,686	10,845	5,548	5,563
Fixed Assets per Employee (£)	1,681	2,541	3,025	1,916
Pay / Sales (%)	41.1	35.3	33.6	32.3
Other Ratios				
Exports / Sales (%)	20.9	18.5	14.9	16.3

League Table Positions

Profitability	Position in subsector
Return on Total Assets	25
Return on Capital	34
Pre-tax Profit Margin	26
Return on Investment	18
Liquidity	Position in subsector
Quick Ratio (Acid Test)	43
Current Ratio	47
Gearing	Position in subsector
Total Debt / Net Worth	36
Equity Gearing	45
Income Gearing (Interest Cover)	4
Efficiency	Position in subsector
Debtor Days Outstanding	58
Stocks / Sales	62
Sales / Fixed Assets	62
Asset Utilisation	74
Employee Performance	Position in subsector
Pay per Employee	55
Profit per £ of Pay	30
Sales per Employee	64
Capital Employed per Employee	43
Pay / Sales	34
Growth	Position in subsector
Sales Growth	64
Pre-tax Profit Growth	39
Total Assets Growth	63
Number of Employees Growth	50
Exports Growth	14

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Goldfarb Consultants UK Ltd

Address
COLET COURT
100 HAMMERSMITH ROAD
LONDON
W6 7JP

Telephone
02074687500

Fax
02085631485

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Alonna L. Goldfarb
Martin Goldfarb

Company Secretary
Alonna L. Goldfarb

Auditors
Arthur Andersen

Date Incorporated
07/10/1992

Registered Number
02753656

Previous Name(s) with date(s) of change
Goldfarb Corporation UK Ltd, 04/06/1998
Oftengraph Ltd, 04/12/1992

Holding Company
Goldfarb Focus Ltd

Ultimate Holding Company
Wpp Gp. Plc.

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	4,656	4,385	5,417
Pre-tax Profit	263	593	557
Exports	443	426	1,020
Non-Trading Income	19	63	14
Depreciation	56	54	48
Interest Paid	0	0	
Auditors Fees	12	10	8
Directors Emoluments	0	0	0
Employee Pay	668	701	537
Number of Employees	18	24	17

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	129	126	142
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	129	126	142
Stocks	1,062	485	338
Trade Debtors	1,102	797	881
Other Current Assets	982	1,405	2,252
Total Current Assets	3,146	2,687	3,471
Total Assets	3,275	2,813	3,613
Trade Creditors	148	273	1,045
Short-Term Loans	842	691	865
Other Current Liabilities	334	304	546
Total Current Liabilities	1,324	1,268	2,456
T/Assets - C/Liabilities	1,951	1,545	1,157
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	1,951	1,545	1,157
Capital Employed	1,951	1,545	1,157
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Goldfarb Consultants UK Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	8.1	21.1	15.5
Return on Capital (%)	-	13.5	38.4	48.2
Pre-tax Profit Margin (%)	-	5.7	13.6	10.3
Return on Investment (%)	-	9.5	26.6	-
Rtn. on Total Capital & Reserves (%)	-	13.5	38.4	48.2
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.58	1.74	1.28
Current Ratio	-	2.38	2.12	1.42
Gearing Ratios				
Total Debt / Net Worth (%)	-	43.2	44.8	74.8
Equity Gearing (%)	-	147.4	121.9	47.2
Income Gearing (Interest Cover) (%)	-	0.0	0.0	-
Efficiency Ratios				
Debtor Days Outstanding	-	86	66	59
Working Capital / Sales (%)	-	39.2	32.4	18.8
Stocks / Sales (%)	-	22.9	11.1	6.3
Sales / Capital Employed	-	2.4	2.9	4.7
Sales / Fixed Assets	-	36.1	34.9	38.2
Creditor Days	-	12	23	70
Asset Utilisation	-	1.43	1.56	1.50
Employee Performance				
Pay per Employee (£)	-	37,111	29,208	31,588
Profit per £ of Pay (£)	-	0.40	0.85	1.04
Profit per Employee (£)	-	14,611	24,708	32,765
Sales per Employee (£)	-	258,667	182,708	318,647
Capital Employed per Employee (£)	-	108,389	64,375	68,059
Fixed Assets per Employee (£)	-	7,167	5,250	8,353
Pay / Sales (%)	-	14.4	16.0	10.0
Other Ratios				
Exports / Sales (%)	-	9.6	9.8	18.9

League Table Positions

Profitability	Position in subsector
Return on Total Assets	72
Return on Capital	88
Pre-tax Profit Margin	60
Return on Investment	80
Liquidity	Position in subsector
Quick Ratio (Acid Test)	25
Current Ratio	8
Gearing	Position in subsector
Total Debt / Net Worth	54
Equity Gearing	6
Income Gearing (Interest Cover)	14
Efficiency	Position in subsector
Debtor Days Outstanding	89
Stocks / Sales	120
Sales / Fixed Assets	31
Asset Utilisation	101
Employee Performance	Position in subsector
Pay per Employee	17
Profit per £ of Pay	29
Sales per Employee	7
Capital Employed per Employee	7
Pay / Sales	84
Growth	Position in subsector
Sales Growth	96
Pre-tax Profit Growth	66
Total Assets Growth	92
Number of Employees Growth	55
Exports Growth	31

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Hallett Arendt Marketing & Research Ltd

Address
SCRIPTOR COURT
155-157 FARRINGDON ROAD
LONDON
EC1R 3AD

Telephone
02076891020

Fax
02076891021

Trading Activity
The provision of marketing and research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Deanna E. M. Hallett
John A. G. Shorter

Company Secretary
Paul W. Kempton

Auditors
Cooper Murray

Bankers
National Westminster Bank Plc.

Date Incorporated
15/01/1986

Registered Number
01977532

Previous Name(s) with date(s) of change
Metercraft Ltd, 11/02/1986

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	710	676	729
Pre-tax Profit	38	39	11
Exports	0	0	
Non-Trading Income	1	1	0
Depreciation	8	9	8
Interest Paid	0	1	0
Auditors Fees	5	3	6
Directors Emoluments	101	99	67
Employee Pay		166	125
Number of Employees		11	11

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	10	13	15
Intangible Assets	0	0	0
Intermediate Assets	0	0	1
Total Fixed Assets	10	13	16
Stocks	0	0	0
Trade Debtors	125	153	133
Other Current Assets	198	101	43
Total Current Assets	323	254	176
Total Assets	333	267	192
Trade Creditors	109	50	89
Short-Term Loans	30	33	3
Other Current Liabilities	64	82	24
Total Current Liabilities	203	165	116
T/Assets - C/Liabilities	130	102	76
Long-Term Loans	0	0	3
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	130	102	73
Capital Employed	130	102	76
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Hallett Arendt Marketing & Research Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	11.5	14.7	5.8
Return on Capital (%)	-	29.3	38.3	14.5
Pre-tax Profit Margin (%)	-	5.4	5.8	1.6
Return on Investment (%)	-	23.8	29.7	14.0
Rtn. on Total Capital & Reserves (%)	-	29.3	38.3	15.1

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.60	1.54	1.52
Current Ratio	-	1.60	1.54	1.52

Gearing Ratios				
Total Debt / Net Worth (%)	-	23.1	32.4	8.3
Equity Gearing (%)	-	64.1	61.9	61.4
Income Gearing (Interest Cover) (%)	-	0.0	2.6	0.0

Efficiency Ratios				
Debtor Days Outstanding	-	64	83	67
Working Capital / Sales (%)	-	17.0	13.2	8.3
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	5.5	6.7	9.6
Sales / Fixed Assets	-	71.0	52.0	45.6
Creditor Days	-	56	27	45
Asset Utilisation	-	2.14	2.54	3.80

Employee Performance				
Pay per Employee (£)	-	-	15,091	11,364
Profit per £ of Pay (£)	-	-	0.24	0.09
Profit per Employee (£)	-	-	3,545	1,000
Sales per Employee (£)	-	-	61,455	66,273
Capital Employed per Employee (£)	-	-	9,273	6,909
Fixed Assets per Employee (£)	-	-	1,182	1,364
Pay / Sales (%)	-	-	24.6	17.2

Other Ratios				
Exports / Sales (%)	-	0.0	0.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	63
Return on Capital	68
Pre-tax Profit Margin	61
Return on Investment	62

Liquidity	Position in subsector
Quick Ratio (Acid Test)	24
Current Ratio	28

Gearing	Position in subsector
Total Debt / Net Worth	47
Equity Gearing	41
Income Gearing (Interest Cover)	25

Efficiency	Position in subsector
Debtor Days Outstanding	52
Stocks / Sales	12
Sales / Fixed Assets	11
Asset Utilisation	67

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	89
Pre-tax Profit Growth	12
Total Assets Growth	33
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Halogen Enterprises Ltd

Address
ST. JAMES HOUSE
23/24 KINGS STREET
LONDON
SW1Y 6QY

Telephone
02079738250

Trading Activity
Market research and strategy consultants.

Main SIC Codes
74130

Directors (as at Jun 2001)
Curt P. A. Blomquist
Gabriella Stromquist
Simon Hellier
Tomas C. J. Duffy

Company Secretary
Hackwood Secretaries Limited

Auditors
J.B. Coutinho & Co

Date Incorporated
30/04/1984

Registered Number
01812314

Previous Name(s) with date(s) of change
Arkwright Enterprises Ltd, 19/01/2000

Holding Company
Halogen B.V.

Ultimate Holding Company
Halogen Ab

Profit & Loss

Date of Accounts	31/12/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Sales	3,927	2,192	
Pre-tax Profit	-1,318	20	
Exports	3,264	1,126	
Non-Trading Income	5	4	
Depreciation	140	32	
Interest Paid	110	29	
Auditors Fees	20	9	
Directors Emoluments	55	73	
Employee Pay	2,023	848	
Number of Employees	26	23	

Balance Sheet

Date of Accounts	31/12/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Tangible Fixed Assets	90	139	
Intangible Assets	0	0	0
Intermediate Assets	0	0	
Total Fixed Assets	90	139	146
Stocks	150	331	282
Trade Debtors	143	519	400
Other Current Assets	646	434	390
Total Current Assets	939	1,284	1,072
Total Assets	1,029	1,423	1,218
Trade Creditors	773	760	568
Short-Term Loans	492	0	
Other Current Liabilities	473	120	
Total Current Liabilities	1,738	880	688
T/Assets - C/Liabilities	-709	543	530
Long-Term Loans	0	0	
Other L/Term Liabilities	70	0	
Total Capital & Reserves	-779	543	530
Capital Employed	-709	543	530
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	65	52	52

Halogen Enterprises Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-102.4	1.5	-
Return on Capital (%)	-	^	3.7	-
Pre-tax Profit Margin (%)	-	-33.5	1.0	-
Return on Investment (%)	-	^	9.1	-
Rtn. on Total Capital & Reserves (%)	-	^	3.7	-

Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.46	1.09	1.15
Current Ratio	-	0.55	1.46	1.56

Gearing Ratios				
Total Debt / Net Worth (%)	-	^	0.0	-
Equity Gearing (%)	-	-43.0	61.8	77.1
Income Gearing (Interest Cover) (%)	-	^	59.2	-

Efficiency Ratios				
Debtor Days Outstanding	-	17	86	-
Working Capital / Sales (%)	-	-25.4	18.5	-
Stocks / Sales (%)	-	4.8	15.2	-
Sales / Capital Employed	-	^	4.1	-
Sales / Fixed Assets	-	35.0	15.8	-
Creditor Days	-	90	127	-
Asset Utilisation	-	3.06	1.55	-

Employee Performance				
Pay per Employee (£)	-	62,246	36,870	-
Profit per £ of Pay (£)	-	-0.65	0.03	-
Profit per Employee (£)	-	-40,554	870	-
Sales per Employee (£)	-	120,831	95,304	-
Capital Employed per Employee (£)	-	-27,269	23,609	-
Fixed Assets per Employee (£)	-	3,462	6,043	-
Pay / Sales (%)	-	51.6	38.7	-

Other Ratios				
Exports / Sales (%)	-	83.2	51.4	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	119
Return on Capital	-
Pre-tax Profit Margin	118
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	116
Current Ratio	115

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	116
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	6
Stocks / Sales	96
Sales / Fixed Assets	33
Asset Utilisation	27

Employee Performance	Position in subsector
Pay per Employee	3
Profit per £ of Pay	89
Sales per Employee	29
Capital Employed per Employee	89
Pay / Sales	6

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	97
Number of Employees Growth	-
Exports Growth	-

Special Notes

1999 PBT includes 1.266m other operating charges (1998 = 643k).

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Hauck Research Services Ltd

Address
73 THAMES STREET
SUNBURY-ON-THAMES
MIDDLESEX
TW16 6AD

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Elisabeth A. Hauck
Michael A. Hauck

Company Secretary
Elisabeth A. Hauck

Auditors
Menzies

Date Incorporated
05/08/1988

Registered Number
02284548

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	7,760	5,329	4,175
Pre-tax Profit	647	450	413
Exports	951	577	
Non-Trading Income	41	29	20
Depreciation	122	107	97
Interest Paid	18	0	0
Auditors Fees	8	8	5
Directors Emoluments	741	651	366
Employee Pay	3,222	2,523	1,706
Number of Employees	82	78	51

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	444	388	352
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	444	388	352
Stocks	0	0	0
Trade Debtors	1,799	1,008	806
Other Current Assets	1,957	1,046	531
Total Current Assets	3,756	2,054	1,337
Total Assets	4,200	2,442	1,689
Trade Creditors	187	134	98
Short-Term Loans	0	0	0
Other Current Liabilities	2,544	1,259	704
Total Current Liabilities	2,731	1,393	802
T/Assets - C/Liabilities	1,469	1,049	887
Long-Term Loans	0	0	0
Other L/Term Liabilities	6	24	3
Total Capital & Reserves	1,463	1,025	884
Capital Employed	1,469	1,049	887
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

League Table Positions

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	15.5	18.5	24.5
Return on Capital (%)	-	44.1	42.9	46.6
Pre-tax Profit Margin (%)	-	8.4	8.5	9.9
Return on Investment (%)	-	45.3	42.9	46.6
Rtn. on Total Capital & Reserves (%)	-	44.3	44.0	46.8

Profitability	Position in subsector
Return on Total Assets	52
Return on Capital	53
Pre-tax Profit Margin	44
Return on Investment	33

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.38	1.48	1.67
Current Ratio	-	1.38	1.48	1.67

Liquidity	Position in subsector
Quick Ratio (Acid Test)	42
Current Ratio	45

Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.0	0.0
Equity Gearing (%)	-	53.5	72.4	109.9
Income Gearing (Interest Cover) (%)	-	2.8	0.0	0.0

Gearing	Position in subsector
Total Debt / Net Worth	4
Equity Gearing	47
Income Gearing (Interest Cover)	50

Efficiency Ratios				
Debtor Days Outstanding	-	85	69	70
Working Capital / Sales (%)	-	13.3	12.5	12.9
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	5.3	5.1	4.8
Sales / Fixed Assets	-	17.5	13.8	11.9
Creditor Days	-	9	9	9
Asset Utilisation	-	1.85	2.19	2.48

Efficiency	Position in subsector
Debtor Days Outstanding	86
Stocks / Sales	13
Sales / Fixed Assets	65
Asset Utilisation	82

Employee Performance				
Pay per Employee (£)	-	39,293	32,346	33,451
Profit per £ of Pay (£)	-	0.21	0.18	0.25
Profit per Employee (£)	-	7,890	5,769	8,098
Sales per Employee (£)	-	94,634	68,321	81,863
Capital Employed per Employee (£)	-	17,915	13,449	17,392
Fixed Assets per Employee (£)	-	5,415	4,974	6,902
Pay / Sales (%)	-	41.6	47.4	40.9

Employee Performance	Position in subsector
Pay per Employee	15
Profit per £ of Pay	41
Sales per Employee	39
Capital Employed per Employee	28
Pay / Sales	16

Other Ratios				
Exports / Sales (%)	-	12.3	10.9	-

Growth	Position in subsector
Sales Growth	18
Pre-tax Profit Growth	27
Total Assets Growth	18
Number of Employees Growth	16
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

I C M Research Ltd

Address KNIGHTON HOUSE 56 MORTIMER STREET LONDON WIN 7DG	
Telephone 02074363114	
Fax 02074633114	
Trading Activity The provision of polling and consumer research services.	
Main SIC Codes 74130	
Directors (as at Jun 2001) Katherine E. Turner Nicholas H. Sparrow Stephen Ogborn Stephen G. Parker	
Company Secretary Katherine E. Turner	
Auditors Leigh Saxton Green	
Date Incorporated 03/01/1991	
Registered Number 02571387	
Previous Name(s) with date(s) of change Independent Communications & Marketing Research Ltd, 12/11/1999 Fleetwill Ltd, 30/04/1991	
Main UK Subsidiaries with Turnover	(£'000)
Icm Direct Ltd	1,738
Fieldworkuk.Com Ltd	

Profit & Loss

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Sales	4,116	3,825	2,726
Pre-tax Profit	551	335	236
Exports	0		
Non-Trading Income	139	8	6
Depreciation	32	24	31
Interest Paid	0	1	4
Auditors Fees	7	6	5
Directors Emoluments	276	292	232
Employee Pay	451	407	346
Number of Employees			

Balance Sheet

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Tangible Fixed Assets	68	65	76
Intangible Assets	0	0	0
Intermediate Assets	100	0	0
Total Fixed Assets	168	65	76
Stocks	109	39	143
Trade Debtors	1,425	1,182	631
Other Current Assets	179	204	156
Total Current Assets	1,713	1,425	930
Total Assets	1,881	1,490	1,006
Trade Creditors	718	521	404
Short-Term Loans	0	155	0
Other Current Liabilities	735	536	424
Total Current Liabilities	1,453	1,212	828
T/Assets - C/Liabilities	428	278	178
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	428	278	178
Capital Employed	428	278	178
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	29.3	22.5	23.5
Return on Capital (%)	-	128.8	120.6	132.6
Pre-tax Profit Margin (%)	-	13.4	8.8	8.7
Return on Investment (%)	-	128.8	77.6	134.9
Rtn. on Total Capital & Reserves (%)	-	128.8	120.6	132.6
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.11	1.15	0.96
Current Ratio	-	1.18	1.18	1.13
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	55.8	0.0
Equity Gearing (%)	-	29.5	23.0	21.5
Income Gearing (Interest Cover) (%)	-	0.0	0.3	1.7
Efficiency Ratios				
Debtor Days Outstanding	-	126	113	84
Working Capital / Sales (%)	-	6.4	5.6	3.8
Stocks / Sales (%)	-	2.7	1.1	5.3
Sales / Capital Employed	-	9.7	13.8	15.4
Sales / Fixed Assets	-	24.6	58.9	35.9
Creditor Days	-	64	50	54
Asset Utilisation	-	2.19	2.57	2.71
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	1.23	0.83	0.69
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	11.0	10.7	12.7
Other Ratios				
Exports / Sales (%)	-	0.0	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	23
Return on Capital	15
Pre-tax Profit Margin	25
Return on Investment	7
Liquidity	Position in subsector
Quick Ratio (Acid Test)	67
Current Ratio	64
Gearing	Position in subsector
Total Debt / Net Worth	18
Equity Gearing	63
Income Gearing (Interest Cover)	20
Efficiency	Position in subsector
Debtor Days Outstanding	116
Stocks / Sales	85
Sales / Fixed Assets	46
Asset Utilisation	64
Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	6
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	87
Growth	Position in subsector
Sales Growth	33
Pre-tax Profit Growth	19
Total Assets Growth	26
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

I D C UK Ltd

Address BRITISH STANDARDS HSE. 389 CHISWICK HIGH RD. LONDON W4 4AE	
Telephone 02089877100	
Fax 02087470212	
Trading Activity A group engaged as market researchers, specialising in the information technology market and the provision of marketing services and advertising space.	
Main SIC Codes 74130	
Directors (as at Jun 2001) Keith T. Henry Patrick J. McGovern Roberto Masiero	
Company Secretary Robert J. White	
Auditors Deloitte & Touche	
Bankers National Westminster Bank Plc.	
Date Incorporated 21/08/1969	
Registered Number 00960665	
Previous Name(s) with date(s) of change Idc Europa Ltd, 12/01/1987	
Holding Company International Data Corp	
Ultimate Holding Company Intl. Data Gp. Inc.	
Main UK Subsidiaries with Turnover	(£'000)
Idg Intl. Mktg. Svcs. Europe Ltd	24,011
P C Businessworld Ltd	
Icl Today Ltd	
Technology Investment Strategies Corp. Ltd	
Idc Fincl. Svcs. Ltd	

Profit & Loss

Date of Accounts	30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Sales	32,012	24,491	27,727
Pre-tax Profit	543	103	9,176
Exports	15,131	5,286	6,760
Non-Trading Income	16	11	-230
Depreciation	277	256	539
Interest Paid	1	1	1
Auditors Fees	36	33	47
Directors Emoluments	207	155	138
Employee Pay	4,471	3,773	5,352
Number of Employees	96	79	202

Balance Sheet

Date of Accounts	30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Tangible Fixed Assets	875	613	484
Intangible Assets	0	0	0
Intermediate Assets	90	90	90
Total Fixed Assets	965	703	574
Stocks	0	0	0
Trade Debtors	5,003	3,550	2,934
Other Current Assets	3,721	2,478	1,714
Total Current Assets	8,724	6,028	4,648
Total Assets	9,689	6,731	5,222
Trade Creditors	717	653	355
Short-Term Loans	2,880	3,003	1,868
Other Current Liabilities	3,068	2,019	1,999
Total Current Liabilities	6,665	5,675	4,222
T/Assets - C/Liabilities	3,024	1,056	1,000
Long-Term Loans	4,051	2,625	2,670
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	-1,027	-1,569	-1,670
Capital Employed	3,024	1,056	1,000
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	5.7	1.6	175.8
Return on Capital (%)	-	18.0	9.8	917.7
Pre-tax Profit Margin (%)	-	1.7	0.5	33.1
Return on Investment (%)	-	9.3	2.6	320.0
Rtn. on Total Capital & Reserves (%)	-	^	^	^

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.31	1.07	1.11
Current Ratio	-	1.31	1.07	1.11

Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	^
Equity Gearing (%)	-	-9.5	-18.9	-24.2
Income Gearing (Interest Cover) (%)	-	0.2	1.0	0.1

Efficiency Ratios				
Debtor Days Outstanding	-	57	53	39
Working Capital / Sales (%)	-	6.5	1.5	1.6
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	10.6	23.2	27.8
Sales / Fixed Assets	-	33.2	34.9	48.4
Creditor Days	-	8	10	5
Asset Utilisation	-	3.31	3.64	5.31

Employee Performance				
Pay per Employee (£)	-	46,573	47,759	26,495
Profit per £ of Pay (£)	-	0.13	0.03	1.72
Profit per Employee (£)	-	5,656	1,304	45,426
Sales per Employee (£)	-	333,458	310,013	137,262
Capital Employed per Employee (£)	-	31,500	13,367	4,950
Fixed Assets per Employee (£)	-	9,115	7,759	2,396
Pay / Sales (%)	-	14.0	15.5	19.4

Other Ratios				
Exports / Sales (%)	-	47.3	21.6	24.4

League Table Positions

Profitability	Position in subsector
Return on Total Assets	83
Return on Capital	82
Pre-tax Profit Margin	85
Return on Investment	81

Liquidity	Position in subsector
Quick Ratio (Acid Test)	47
Current Ratio	51

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	108
Income Gearing (Interest Cover)	34

Efficiency	Position in subsector
Debtor Days Outstanding	40
Stocks / Sales	14
Sales / Fixed Assets	39
Asset Utilisation	22

Employee Performance	Position in subsector
Pay per Employee	9
Profit per £ of Pay	55
Sales per Employee	6
Capital Employed per Employee	16
Pay / Sales	85

Growth	Position in subsector
Sales Growth	70
Pre-tax Profit Growth	72
Total Assets Growth	28
Number of Employees Growth	72
Exports Growth	4

Special Notes

1997 PBT includes 11.153m profit on disposal of subsidiary undertaking.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

I.F.F Research Ltd

Address
26-31 WHISKIN STREET
LONDON
EC1R 0JD

Telephone
02078376363

Fax
02072789823

Trading Activity
The provision of information based on surveys undertaken on behalf of clients.

Main SIC Codes
74130

Directors (as at Jun 2001)
Jan E. Shury
Mark C. A. Winterbotham
Steve Lomax
Susan E. Dutt
Tim J. Britton
Colin Webb
David M. Spilsbury
Karen Bunt

Company Secretary
Colin Webb

Auditors
Binder Hamlyn

Bankers
National Westminster Bank Plc.

Date Incorporated
25/05/1965

Registered Number
00849983

Previous Name(s) with date(s) of change
Industrial Facts & Forecasting Ltd,
31/12/1978

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	1,656	1,880	2,806
Pre-tax Profit	25	-124	84
Exports	0	0	
Non-Trading Income	7	8	7
Depreciation	74	71	59
Interest Paid	11	10	4
Auditors Fees	9	9	9
Directors Emoluments	485	406	447
Employee Pay	1,299	978	1,220
Number of Employees	83	62	78

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	122	170	181
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
<i>Total Fixed Assets</i>	122	170	181
Stocks	87	21	45
Trade Debtors	820	235	501
Other Current Assets	486	130	248
<i>Total Current Assets</i>	1,393	386	794
Total Assets	1,515	556	975
Trade Creditors	437	157	177
Short-Term Loans	28	66	23
Other Current Liabilities	909	184	483
<i>Total Current Liabilities</i>	1,374	407	683
T/Assets - C/Liabilities	141	149	292
Long-Term Loans	0	26	40
Other L/Term Liabilities	0	1	0
Total Capital & Reserves	141	122	252
Capital Employed	141	149	292
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	1.7	-22.3	8.7
Return on Capital (%)	-	17.8	-83.2	28.8
Pre-tax Profit Margin (%)	-	1.6	-6.5	3.0
Return on Investment (%)	-	21.4	-53.0	28.0
Rtn. on Total Capital & Reserves (%)	-	17.8	-101.6	33.4

Liquidity Ratios

Quick Ratio (Acid Test)	-	0.96	0.90	1.10
Current Ratio	-	1.02	0.95	1.17

Gearing Ratios

Total Debt / Net Worth (%)	-	19.9	75.5	25.0
Equity Gearing (%)	-	10.3	28.2	34.9
Income Gearing (Interest Cover) (%)	-	30.6	^	4.6

Efficiency Ratios

Debtor Days Outstanding	-	181	46	65
Working Capital / Sales (%)	-	1.2	-1.1	4.0
Stocks / Sales (%)	-	5.3	1.2	1.7
Sales / Capital Employed	-	11.8	12.7	9.7
Sales / Fixed Assets	-	13.6	11.1	15.6
Creditor Days	-	96	30	23
Asset Utilisation	-	1.10	3.39	2.88

Employee Performance

Pay per Employee (£)	-	15,651	15,774	15,641
Profit per £ of Pay (£)	-	0.02	-0.12	0.07
Profit per Employee (£)	-	301	-2,000	1,077
Sales per Employee (£)	-	19,952	30,323	35,974
Capital Employed per Employee (£)	-	1,699	2,403	3,744
Fixed Assets per Employee (£)	-	1,470	2,742	2,321
Pay / Sales (%)	-	78.5	52.1	43.5

Other Ratios

Exports / Sales (%)	-	0.0	0.0	-
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League Table Positions

Profitability	Position in subsector
Return on Total Assets	91
Return on Capital	83
Pre-tax Profit Margin	86
Return on Investment	67

Liquidity	Position in subsector
Quick Ratio (Acid Test)	88
Current Ratio	87

Gearing	Position in subsector
Total Debt / Net Worth	44
Equity Gearing	87
Income Gearing (Interest Cover)	82

Efficiency	Position in subsector
Debtor Days Outstanding	120
Stocks / Sales	98
Sales / Fixed Assets	83
Asset Utilisation	115

Employee Performance	Position in subsector
Pay per Employee	72
Profit per £ of Pay	68
Sales per Employee	83
Capital Employed per Employee	73
Pay / Sales	1

Growth	Position in subsector
Sales Growth	102
Pre-tax Profit Growth	69
Total Assets Growth	37
Number of Employees Growth	54
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

I M S Holdings (U.K.) Ltd

Address 7 HAREWOOD AVENUE LONDON NW1 6JB	
Telephone 02073935000	
Fax 02073935900	
Trading Activity The production & publication of statistical data and market research for the medical & pharmaceutical ind, post mktg surveillance & data collection processing and reporting.	
Main SIC Codes 22150	
Directors (as at Jun 2001) James C. Malone Kevin C. Knightly Wendy J. Timmins	
Company Secretary Christopher J. O. Syer	
Bankers Barclays Bank Plc.	
Date Incorporated 22/10/1980	
Registered Number 01523810	
Previous Name(s) with date(s) of change Wisap 9 Ltd, 31/12/1981	
Holding Company Ims Health Hq Ltd	
Ultimate Holding Company Ims Health Inc.	
Main UK Subsidiaries with Turnover	(£'000)
	Ims Health Ltd 29,202
	Pharma Strategy Gp. Ltd 6,510
	Ims (UK) Pension Plan Trustee Co. Ltd
	Medical Direct Mail Organisation Ltd (The)
	Ims Sold-Out Ltd
	Pms Intl. Ltd
	St Europe Ltd
	Ims Nominees Ltd

Profit & Loss

Date of Accounts	30/11/1998	30/11/1997
	£000s	£000s
Sales	37,712	36,219
Pre-tax Profit	-6,157	-314
Exports		
Non-Trading Income	-2,688	-103
Depreciation	1,573	1,685
Interest Paid	1,210	873
Auditors Fees	36	69
Directors Emoluments	0	0
Employee Pay	9,937	8,683
Number of Employees	304	319

Balance Sheet

Date of Accounts	30/11/1998	30/11/1997
	£000s	£000s
Tangible Fixed Assets	6,602	6,983
Intangible Assets	5,287	6,252
Intermediate Assets	283	283
Total Fixed Assets	12,172	13,518
Stocks	1,004	1,038
Trade Debtors	8,778	8,552
Other Current Assets	7,487	9,047
Total Current Assets	17,269	18,637
Total Assets	29,441	32,155
Trade Creditors	169	216
Short-Term Loans	25,541	24,313
Other Current Liabilities	11,844	8,770
Total Current Liabilities	37,554	33,299
T/Assets - C/Liabilities	-8,113	-1,144
Long-Term Loans	0	0
Other L/Term Liabilities	0	0
Total Capital & Reserves	-8,113	-1,144
Capital Employed	-8,113	-1,144
Type of Accounts	Consolidated	Consolidated
Number of weeks	52	52

I M S Holdings (U.K.) Ltd

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	-	-20.9	-0.9
Return on Capital (%)	-	-	^	^
Pre-tax Profit Margin (%)	-	-	-16.3	-0.8
Return on Investment (%)	-	-	-28.3	2.5
Rtn. on Total Capital & Reserves (%)	-	-	^	^
Liquidity Ratios				
Quick Ratio (Acid Test)	-	-	0.44	0.53
Current Ratio	-	-	0.46	0.56
Gearing Ratios				
Total Debt / Net Worth (%)	-	-	^	^
Equity Gearing (%)	-	-	-21.6	-3.4
Income Gearing (Interest Cover) (%)	-	-	^	156.2
Efficiency Ratios				
Debtor Days Outstanding	-	-	85	86
Working Capital / Sales (%)	-	-	-53.7	-40.4
Stocks / Sales (%)	-	-	2.7	2.9
Sales / Capital Employed	-	-	^	^
Sales / Fixed Assets	-	-	5.5	5.0
Creditor Days	-	-	2	2
Asset Utilisation	-	-	1.29	1.13
Employee Performance				
Pay per Employee (£)	-	-	32,688	27,219
Profit per £ of Pay (£)	-	-	-0.61	-0.03
Profit per Employee (£)	-	-	-20,253	-984
Sales per Employee (£)	-	-	124,053	113,539
Capital Employed per Employee (£)	-	-	-26,688	-3,586
Fixed Assets per Employee (£)	-	-	21,717	21,890
Pay / Sales (%)	-	-	26.4	24.0
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	-
Return on Capital	-
Pre-tax Profit Margin	-
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	-
Current Ratio	-

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	-
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	-
Stocks / Sales	-
Sales / Fixed Assets	-
Asset Utilisation	-

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

1998 PBT includes 2.212m exceptional costs in respect of Mini-bricks deferral development write-off.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Infocorp Ltd

Address 6 LANARK SQ LONDON E14 9RE
Telephone 02077120101
Fax 02074180500
Trading Activity The operation of a market research data collection and processing bureau.
Main SIC Codes 74130
Directors (as at Jun 2001) Glynis Rich Paul Krishman Richard J. Hurry Adrian Krishman Chrissie C. Agnew
Company Secretary Richard J. Hurry
Auditors The Hart Partnership
Bankers National Westminster Bank Plc.
Date Incorporated 28/09/1987
Registered Number 02169806
Previous Name(s) with date(s) of change Gemforce Ltd, 02/10/1987

Profit & Loss

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Sales	2,107	1,708	1,311
Pre-tax Profit	35	112	57
Exports	99	34	144
Non-Trading Income	1	6	1
Depreciation	38	43	27
Interest Paid	9	2	2
Auditors Fees	6	5	5
Directors Emoluments	212	161	157
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Tangible Fixed Assets	56	76	42
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
<i>Total Fixed Assets</i>	56	76	42
Stocks	0	0	1
Trade Debtors	649	439	358
Other Current Assets	36	101	14
<i>Total Current Assets</i>	685	540	373
Total Assets	741	616	415
Trade Creditors	104	123	41
Short-Term Loans	90	4	86
Other Current Liabilities	345	284	128
<i>Total Current Liabilities</i>	539	411	255
T/Assets - C/Liabilities	202	205	160
Long-Term Loans	1	5	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	201	200	160
Capital Employed	202	205	160
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	4.8	18.2	13.8
Return on Capital (%)	-	17.4	54.7	35.7
Pre-tax Profit Margin (%)	-	1.7	6.6	4.4
Return on Investment (%)	-	15.1	54.6	24.0
Rtn. on Total Capital & Reserves (%)	-	17.5	56.0	35.7
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.28	1.32	1.46
Current Ratio	-	1.28	1.32	1.47
Gearing Ratios				
Total Debt / Net Worth (%)	-	45.3	4.6	53.8
Equity Gearing (%)	-	37.3	48.1	62.8
Income Gearing (Interest Cover) (%)	-	20.5	1.8	3.4
Efficiency Ratios				
Debtor Days Outstanding	-	112	94	100
Working Capital / Sales (%)	-	7.0	7.6	9.1
Stocks / Sales (%)	-	0.0	0.0	0.1
Sales / Capital Employed	-	10.5	8.4	8.2
Sales / Fixed Assets	-	37.7	22.5	31.3
Creditor Days	-	18	26	11
Asset Utilisation	-	2.85	2.78	3.16
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	4.7	2.0	11.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	89
Return on Capital	84
Pre-tax Profit Margin	84
Return on Investment	76
Liquidity	Position in subsector
Quick Ratio (Acid Test)	51
Current Ratio	52
Gearing	Position in subsector
Total Debt / Net Worth	56
Equity Gearing	55
Income Gearing (Interest Cover)	79
Efficiency	Position in subsector
Debtor Days Outstanding	109
Stocks / Sales	36
Sales / Fixed Assets	29
Asset Utilisation	36
Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-
Growth	Position in subsector
Sales Growth	29
Pre-tax Profit Growth	62
Total Assets Growth	30
Number of Employees Growth	-
Exports Growth	25

Special Notes

Symbols

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 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Infratest Burke Group Ltd

See sections 6 & 7 for Analysis Notes and Definitions

Infratest Burke Group Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-2.1	5.2	11.5
Return on Capital (%)	-	^	^	301.9
Pre-tax Profit Margin (%)	-	-1.1	2.3	8.1
Return on Investment (%)	-	2.2	26.3	85.5
Rtn. on Total Capital & Reserves (%)	-	^	^	^

Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.53	0.68	0.86
Current Ratio	-	0.77	0.86	0.91

Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	^
Equity Gearing (%)	-	-12.0	-10.0	-8.8
Income Gearing (Interest Cover) (%)	-	519.7	25.2	14.7

Efficiency Ratios				
Debtor Days Outstanding	-	81	75	157
Working Capital / Sales (%)	-	-13.2	-6.5	-6.4
Stocks / Sales (%)	-	13.7	8.1	3.5
Sales / Capital Employed	-	^	^	37.5
Sales / Fixed Assets	-	9.0	16.1	11.1
Creditor Days	-	28	29	41
Asset Utilisation	-	1.85	2.23	1.42

Employee Performance				
Pay per Employee (£)	-	31,175	32,904	21,571
Profit per £ of Pay (£)	-	-0.02	0.07	0.25
Profit per Employee (£)	-	-878	2,220	5,312
Sales per Employee (£)	-	75,643	96,678	65,844
Capital Employed per Employee (£)	-	-1,533	-305	1,760
Fixed Assets per Employee (£)	-	8,472	6,034	5,981
Pay / Sales (%)	-	41.3	34.1	32.8

Other Ratios				
Exports / Sales (%)	-	16.4	3.5	16.3

League Table Positions

Profitability	Position in subsector
Return on Total Assets	102
Return on Capital	-
Pre-tax Profit Margin	101
Return on Investment	88

Liquidity	Position in subsector
Quick Ratio (Acid Test)	113
Current Ratio	108

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	110
Income Gearing (Interest Cover)	90

Efficiency	Position in subsector
Debtor Days Outstanding	82
Stocks / Sales	116
Sales / Fixed Assets	97
Asset Utilisation	81

Employee Performance	Position in subsector
Pay per Employee	24
Profit per £ of Pay	74
Sales per Employee	51
Capital Employed per Employee	84
Pay / Sales	17

Growth	Position in subsector
Sales Growth	34
Pre-tax Profit Growth	-
Total Assets Growth	69
Number of Employees Growth	29
Exports Growth	12

Special Notes

On 13.3.97 acquired Public Attitude Surveys Holdings Ltd.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Insight Medical Research Ltd

Address 8 HAYNE STREET LONDON EC1A 9RE
Telephone 02076000313
Fax 02076000314
Trading Activity Market research consultants.
Main SIC Codes 74130
Directors (as at Jun 2001) Andrew I. Forman Anne Cunningham Jane Shirley Mark Spedding Nicola Cowland Richard Gilmore Rosemary J. Ling Susan M. Bunn Victoria Maskell
Company Secretary Rosemary J. Ling
Auditors Jackson & Co
Bankers Barclays Bank Plc.
Date Incorporated 07/04/1983
Registered Number 01713130
Previous Name(s) with date(s) of change Insight Research Ltd, 21/03/1984

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	5,771	6,563	5,188
Pre-tax Profit	232	530	293
Exports	1,741	2,666	2,063
Non-Trading Income	71	113	55
Depreciation	119	95	85
Interest Paid	2	2	1
Auditors Fees	6	6	6
Directors Emoluments	1,266	1,532	1,558
Employee Pay	2,175	2,468	2,157
Number of Employees	74	75	83

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	209	169	154
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
<i>Total Fixed Assets</i>	209	169	154
Stocks	134	189	253
Trade Debtors	1,429	1,054	1,849
Other Current Assets	1,405	2,431	1,496
<i>Total Current Assets</i>	2,968	3,674	3,598
Total Assets	3,177	3,843	3,752
Trade Creditors	123	169	180
Short-Term Loans	47	232	18
Other Current Liabilities	2,000	2,510	3,012
<i>Total Current Liabilities</i>	2,170	2,911	3,210
T/Assets - C/Liabilities	1,007	932	542
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	1,007	932	542
Capital Employed	1,007	932	542
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Insight Medical Research Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	7.4	13.8	7.9
Return on Capital (%)	-	23.1	56.9	54.1
Pre-tax Profit Margin (%)	-	4.1	8.1	5.7
Return on Investment (%)	-	22.3	45.8	52.6
Rtn. on Total Capital & Reserves (%)	-	23.1	56.9	54.1

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.31	1.20	1.05
Current Ratio	-	1.37	1.27	1.13

Gearing Ratios				
Total Debt / Net Worth (%)	-	4.7	24.9	3.4
Equity Gearing (%)	-	46.5	32.1	16.9
Income Gearing (Interest Cover) (%)	-	0.9	0.4	0.4

Efficiency Ratios				
Debtor Days Outstanding	-	90	59	130
Working Capital / Sales (%)	-	13.9	11.7	7.5
Stocks / Sales (%)	-	2.4	2.9	4.9
Sales / Capital Employed	-	5.8	7.1	9.6
Sales / Fixed Assets	-	27.7	38.9	33.7
Creditor Days	-	8	9	13
Asset Utilisation	-	1.82	1.71	1.39

Employee Performance				
Pay per Employee (£)	-	29,392	32,907	25,988
Profit per £ of Pay (£)	-	0.11	0.22	0.14
Profit per Employee (£)	-	3,135	7,067	3,530
Sales per Employee (£)	-	77,986	87,507	62,506
Capital Employed per Employee (£)	-	13,608	12,427	6,530
Fixed Assets per Employee (£)	-	2,824	2,253	1,855
Pay / Sales (%)	-	37.7	37.7	41.6

Other Ratios				
Exports / Sales (%)	-	30.2	40.7	39.8

League Table Positions

Profitability	Position in subsector
Return on Total Assets	75
Return on Capital	75
Pre-tax Profit Margin	71
Return on Investment	64

Liquidity	Position in subsector
Quick Ratio (Acid Test)	46
Current Ratio	46

Gearing	Position in subsector
Total Debt / Net Worth	30
Equity Gearing	51
Income Gearing (Interest Cover)	40

Efficiency	Position in subsector
Debtor Days Outstanding	97
Stocks / Sales	82
Sales / Fixed Assets	42
Asset Utilisation	84

Employee Performance	Position in subsector
Pay per Employee	29
Profit per £ of Pay	57
Sales per Employee	49
Capital Employed per Employee	32
Pay / Sales	23

Growth	Position in subsector
Sales Growth	75
Pre-tax Profit Growth	56
Total Assets Growth	96
Number of Employees Growth	67
Exports Growth	23

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Intelliquest, Ltd.

Address
14-20 SHAND STREET
LONDON
SE1 2ES

Telephone
02073579255

Fax
02074031680

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Michael L. Gettle
Sharon L. Potter

Company Secretary
Sharon L. Potter

Bankers
Barclays Bank Plc.

Date Incorporated
17/10/1995

Registered Number
03116572

Previous Name(s) with date(s) of change
Intelliquest, Ltd, 18/10/1995

Holding Company
Intelliquest Information Group

Ultimate Holding Company
Intelliquest Information Gp. (USA)

Profit & Loss

Date of Accounts	31/12/1998	31/12/1997
	£000s	£000s
Sales	1,222	1,434
Pre-tax Profit	183	190
Exports	1,216	1,323
Non-Trading Income	5	0
Depreciation	79	76
Interest Paid	0	9
Auditors Fees	8	8
Directors Emoluments	0	0
Employee Pay	569	611
Number of Employees	57	42

Balance Sheet

Date of Accounts	31/12/1998	31/12/1997
	£000s	£000s
Tangible Fixed Assets	75	138
Intangible Assets	0	0
Intermediate Assets	0	0
<i>Total Fixed Assets</i>	75	138
Stocks	0	0
Trade Debtors	0	49
Other Current Assets	579	287
<i>Total Current Assets</i>	579	336
Total Assets	654	474
Trade Creditors	20	4
Short-Term Loans	0	0
Other Current Liabilities	163	116
<i>Total Current Liabilities</i>	183	120
T/Assets - C/Liabilities	471	354
Long-Term Loans	0	0
Other L/Term Liabilities	0	0
Total Capital & Reserves	471	354
Capital Employed	471	354
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	-	28.0	40.1
Return on Capital (%)	-	-	38.9	53.7
Pre-tax Profit Margin (%)	-	-	15.0	13.3
Return on Investment (%)	-	-	38.9	56.3
Rtn. on Total Capital & Reserves (%)	-	-	38.9	53.7
Liquidity Ratios				
Quick Ratio (Acid Test)	-	-	3.17	2.80
Current Ratio	-	-	3.17	2.80
Gearing Ratios				
Total Debt / Net Worth (%)	-	-	0.0	0.0
Equity Gearing (%)	-	-	257.4	295.0
Income Gearing (Interest Cover) (%)	-	-	0.0	4.6
Efficiency Ratios				
Debtor Days Outstanding	-	-	0	12
Working Capital / Sales (%)	-	-	32.5	15.1
Stocks / Sales (%)	-	-	0.0	0.0
Sales / Capital Employed	-	-	2.6	4.1
Sales / Fixed Assets	-	-	16.3	10.4
Creditor Days	-	-	6	1
Asset Utilisation	-	-	1.87	3.03
Employee Performance				
Pay per Employee (£)	-	-	9,982	14,548
Profit per £ of Pay (£)	-	-	0.33	0.32
Profit per Employee (£)	-	-	3,211	4,524
Sales per Employee (£)	-	-	21,439	34,143
Capital Employed per Employee (£)	-	-	8,263	8,429
Fixed Assets per Employee (£)	-	-	1,316	3,286
Pay / Sales (%)	-	-	46.6	42.7
Other Ratios				
Exports / Sales (%)	-	-	99.6	92.3

League Table Positions

Profitability	Position in subsector
Return on Total Assets	-
Return on Capital	-
Pre-tax Profit Margin	-
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	-
Current Ratio	-

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	-
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	-
Stocks / Sales	-
Sales / Fixed Assets	-
Asset Utilisation	-

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Interactive Market Systems (UK) Ltd

Address GROSVENOR GARDENS HOUSE 35-37 GROSVENOR GARDENS LONDON SW1W 0BS			Profit & Loss		
Telephone 02076305033			Date of Accounts 31/12/1998 £000s		
Fax 02078283642			31/12/1997 £000s		
Trading Activity The provision of market research data.			Sales Pre-tax Profit		
Main SIC Codes 74130			Exports Non-Trading Income Depreciation Interest Paid		
Directors (as at Jun 2001) Charles Leonard Paul A. Baynton Peter P. Tordoir Terence M. Sullivan			Auditors Fees		
Company Secretary Paul A. Baynton			Directors Emoluments Employee Pay		
Bankers Barclays Bank Plc.			Number of Employees		
Date Incorporated 13/10/1987			Balance Sheet		
Registered Number 02177024			Date of Accounts 31/12/1998 £000s		
Previous Name(s) with date(s) of change Passgrowth Ltd, 07/02/1989			31/12/1997 £000s		
Holding Company Vnu Holding (U.K.) Ltd			Tangible Fixed Assets Intangible Assets Intermediate Assets		
Ultimate Holding Company Nv Verenigd Bezit Vnu (Netherlands)			<i>Total Fixed Assets</i>		
			Stocks Trade Debtors Other Current Assets		
			<i>Total Current Assets</i>		
			Total Assets		
			Trade Creditors Short-Term Loans Other Current Liabilities		
			<i>Total Current Liabilities</i>		
			T/Assets - C/Liabilities		
			Long-Term Loans Other L/Term Liabilities Total Capital & Reserves		
			Capital Employed		
			Type of Accounts Number of weeks		
			<i>Unconsolidated</i> 52		
			<i>Unconsolidated</i> 52		

Interactive Market Systems (UK) Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-	27.2	29.6
Return on Capital (%)	-	-	119.9	622.8
Pre-tax Profit Margin (%)	-	-	22.1	22.3
Return on Investment (%)	-	-	65.0	56.5
Rtn. on Total Capital & Reserves (%)	-	-	119.9	622.8

Liquidity Ratios				
Quick Ratio (Acid Test)	-	-	1.23	0.97
Current Ratio	-	-	1.23	0.97

Gearing Ratios				
Total Debt / Net Worth (%)	-	-	84.6	1,002.3
Equity Gearing (%)	-	-	29.3	5.0
Income Gearing (Interest Cover) (%)	-	-	0.0	0.0

Efficiency Ratios				
Debtor Days Outstanding	-	-	102	79
Working Capital / Sales (%)	-	-	14.1	-2.5
Stocks / Sales (%)	-	-	0.0	0.0
Sales / Capital Employed	-	-	5.5	28.0
Sales / Fixed Assets	-	-	22.9	16.5
Creditor Days	-	-	2	3
Asset Utilisation	-	-	1.24	1.33

Employee Performance				
Pay per Employee (£)	-	-	35,500	33,471
Profit per £ of Pay (£)	-	-	0.48	0.49
Profit per Employee (£)	-	-	16,778	16,118
Sales per Employee (£)	-	-	76,056	72,412
Capital Employed per Employee (£)	-	-	14,000	2,588
Fixed Assets per Employee (£)	-	-	3,333	4,412
Pay / Sales (%)	-	-	46.7	46.3

Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	-
Return on Capital	-
Pre-tax Profit Margin	-
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	-
Current Ratio	-

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	-
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	-
Stocks / Sales	-
Sales / Fixed Assets	-
Asset Utilisation	-

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Intercam Ltd

Address

ROOMS 405-410 RADNOR HOUSE
93-97 REGENT STREET
LONDON
W1R 7TD

Trading Activity

The provision of medical market research services.

Main SIC Codes

74130

Directors (as at Jun 2001)

Vittorio Casati
Antoine V. Minkowski
Eric G. M. Moirand
Joao Saraiva

Company Secretary

Clotilde Barbier

Auditors

Cooper Hathaway

Date Incorporated

10/06/1994

Registered Number

02937744

Profit & Loss

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Sales	1,070	870	621
Pre-tax Profit	14	3	29
Exports			
Non-Trading Income	4	4	5
Depreciation	3	3	3
Interest Paid	0	0	0
Auditors Fees	2	2	2
Directors Emoluments	0	0	0
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Tangible Fixed Assets	3	5	8
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	3	5	8
Stocks	0	0	0
Trade Debtors	173	351	500
Other Current Assets	539	290	172
Total Current Assets	712	641	672
Total Assets	715	646	680
Trade Creditors	447	587	605
Short-Term Loans	0	0	0
Other Current Liabilities	209	11	30
Total Current Liabilities	656	598	635
T/Assets - C/Liabilities	59	48	45
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	59	48	45
Capital Employed	59	48	45
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	2.0	0.5	4.3
Return on Capital (%)	-	23.8	6.3	64.5
Pre-tax Profit Margin (%)	-	1.4	0.4	4.7
Return on Investment (%)	-	23.8	6.3	64.5
Rtn. on Total Capital & Reserves (%)	-	23.8	6.3	64.5

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.09	1.08	1.06
Current Ratio	-	1.09	1.08	1.06

Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.0	0.0
Equity Gearing (%)	-	9.0	8.1	7.1
Income Gearing (Interest Cover) (%)	-	0.0	0.0	0.0

Efficiency Ratios				
Debtor Days Outstanding	-	59	147	294
Working Capital / Sales (%)	-	5.3	5.0	6.0
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	18.2	18.2	13.9
Sales / Fixed Assets	-	356.7	174.0	77.7
Creditor Days	-	152	246	356
Asset Utilisation	-	1.50	1.35	0.92

Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-

Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	90
Return on Capital	74
Pre-tax Profit Margin	88
Return on Investment	63

Liquidity	Position in subsector
Quick Ratio (Acid Test)	71
Current Ratio	77

Gearing	Position in subsector
Total Debt / Net Worth	5
Equity Gearing	89
Income Gearing (Interest Cover)	5

Efficiency	Position in subsector
Debtor Days Outstanding	43
Stocks / Sales	16
Sales / Fixed Assets	1
Asset Utilisation	99

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	23
Pre-tax Profit Growth	68
Total Assets Growth	80
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

International Research Associates (UK) Ltd

Address MONARCH HOUSE VICTORIA ROAD LONDON W3 6RZ
Telephone 02089932220
Fax 02089931114
Trading Activity The provision of market research services.
Main SIC Codes 74130
Directors (as at Jun 2001) Richard E. Davies
Auditors Ernst & Young
Bankers National Westminster Bank Plc.
Date Incorporated 23/10/1991
Registered Number 02656686
Previous Name(s) with date(s) of change Research & Auditing Services Ltd, 01/09/1997 Mawlaw 132 Ltd, 15/11/1991
Holding Company Inra (Europe) Beheer Bv
Ultimate Holding Company Inra (Europe) Sa

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	2,567	2,804	3,217
Pre-tax Profit	-158	-327	32
Exports	0	0	
Non-Trading Income	3	5	2
Depreciation	32	43	50
Interest Paid	17	22	26
Auditors Fees	12	12	9
Directors Emoluments	219	205	213
Employee Pay	776	891	869
Number of Employees	35	33	39

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	114	141	163
Intangible Assets	0	0	0
Intermediate Assets	34	35	35
Total Fixed Assets	148	176	198
Stocks	269	348	196
Trade Debtors	299	333	559
Other Current Assets	169	231	211
Total Current Assets	737	912	966
Total Assets	885	1,088	1,164
Trade Creditors	146	195	121
Short-Term Loans	142	312	31
Other Current Liabilities	436	660	506
Total Current Liabilities	724	1,167	658
T/Assets - C/Liabilities	161	-79	506
Long-Term Loans	251	3	261
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	-90	-82	245
Capital Employed	161	-79	506
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

International Research Associates (UK) Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-17.8	-30.0	2.8
Return on Capital (%)	-	-98.1	^	6.4
Pre-tax Profit Margin (%)	-	-6.1	-11.6	1.0
Return on Investment (%)	-	-46.5	-130.9	10.9
Rtn. on Total Capital & Reserves (%)	-	^	^	13.1

Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.65	0.49	1.18
Current Ratio	-	1.02	0.79	1.47

Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	119.2
Equity Gearing (%)	-	-9.2	-7.0	26.7
Income Gearing (Interest Cover) (%)	-	^	^	44.9

Efficiency Ratios				
Debtor Days Outstanding	-	43	43	63
Working Capital / Sales (%)	-	0.6	-9.0	9.6
Stocks / Sales (%)	-	10.5	12.5	6.1
Sales / Capital Employed	-	16.0	^	6.4
Sales / Fixed Assets	-	17.4	16.0	16.3
Creditor Days	-	21	25	14
Asset Utilisation	-	2.91	2.58	2.77

Employee Performance				
Pay per Employee (£)	-	22,171	27,000	22,282
Profit per £ of Pay (£)	-	-0.20	-0.36	0.04
Profit per Employee (£)	-	-4,514	-9,909	821
Sales per Employee (£)	-	73,343	84,970	82,487
Capital Employed per Employee (£)	-	4,600	-2,394	12,974
Fixed Assets per Employee (£)	-	3,257	4,273	4,179
Pay / Sales (%)	-	30.3	31.8	27.1

Other Ratios				
Exports / Sales (%)	-	0.0	0.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	110
Return on Capital	107
Pre-tax Profit Margin	109
Return on Investment	105

Liquidity	Position in subsector
Quick Ratio (Acid Test)	104
Current Ratio	88

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	107
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	23
Stocks / Sales	114
Sales / Fixed Assets	66
Asset Utilisation	32

Employee Performance	Position in subsector
Pay per Employee	52
Profit per £ of Pay	82
Sales per Employee	52
Capital Employed per Employee	64
Pay / Sales	46

Growth	Position in subsector
Sales Growth	97
Pre-tax Profit Growth	-
Total Assets Growth	98
Number of Employees Growth	65
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Ipsos Cati Centre Ltd

Address
RESEARCH SERVICES HOUSE
ELMGROVE ROAD
HARROW
MIDDLESEX
HA1 2QG

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Carlos G. Harding
Didier M. Truchot
Roger Calverley
Michael G. Denny
Robert B. Kirby

Company Secretary
Philip L. Green

Auditors
Bourner Bullock

Date Incorporated
27/01/1997

Registered Number
03308176

Previous Name(s) with date(s) of change
Ambermere Ltd, 21/02/1997

Holding Company
Ipsos UK Ltd

Ultimate Holding Company
Ipsos Sa

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	2,047	1,236	66
Pre-tax Profit	282	152	-153
Exports	696		
Non-Trading Income	0	0	
Depreciation	33	26	
Interest Paid	0	0	
Auditors Fees	13	3	
Directors Emoluments	0	0	
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	48	81	
Intangible Assets	0	0	0
Intermediate Assets	0	0	
Total Fixed Assets	48	81	82
Stocks	66	31	29
Trade Debtors	279	106	26
Other Current Assets	589	494	111
Total Current Assets	934	631	166
Total Assets	982	712	248
Trade Creditors	41	16	0
Short-Term Loans	302	298	
Other Current Liabilities	247	198	
Total Current Liabilities	590	512	401
T/Assets - C/Liabilities	392	200	-153
Long-Term Loans	0	0	
Other L/Term Liabilities	0	0	
Total Capital & Reserves	392	200	-153
Capital Employed	392	200	-153
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	48

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	28.8	21.4	-66.8
Return on Capital (%)	-	72.0	76.0	^
Pre-tax Profit Margin (%)	-	13.8	12.3	-231.8
Return on Investment (%)	-	40.7	30.6	-
Rtn. on Total Capital & Reserves (%)	-	72.0	76.0	^
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.48	1.18	0.35
Current Ratio	-	1.59	1.24	0.42
Gearing Ratios				
Total Debt / Net Worth (%)	-	77.1	149.0	-
Equity Gearing (%)	-	66.5	39.1	-38.1
Income Gearing (Interest Cover) (%)	-	0.0	0.0	-
Efficiency Ratios				
Debtor Days Outstanding	-	50	31	133
Working Capital / Sales (%)	-	16.9	9.7	-328.6
Stocks / Sales (%)	-	3.3	2.6	40.6
Sales / Capital Employed	-	5.3	6.2	^
Sales / Fixed Assets	-	42.7	15.3	0.9
Creditor Days	-	7	5	0
Asset Utilisation	-	2.09	1.74	0.29
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	34.1	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	24
Return on Capital	35
Pre-tax Profit Margin	22
Return on Investment	38

Liquidity	Position in subsector
Quick Ratio (Acid Test)	34
Current Ratio	29

Gearing	Position in subsector
Total Debt / Net Worth	66
Equity Gearing	37
Income Gearing (Interest Cover)	15

Efficiency	Position in subsector
Debtor Days Outstanding	29
Stocks / Sales	87
Sales / Fixed Assets	22
Asset Utilisation	71

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	3
Pre-tax Profit Growth	-
Total Assets Growth	5
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Ipsos Insight Ltd

Address

Station House,
Harrow Road,
Wembley,
Middx.
HA9 9DE

Telephone

020 8903 1399

Trading Activity

The provision of market research services.

Main SIC Codes

74130

Directors (as at Jun 2001)

Margaret A. S. Ward
Roger S. Gane
Elizabeth D. Mitchell

Company Secretary

Philip L. Green

Auditors

Bourner Bullock

Date Incorporated

24/04/1980

Registered Number

01493407

Previous Name(s) with date(s) of change

Research Services International Ltd,
30/12/1997
Burke Marketing Research Ltd, 21/10/1989
Seizeborough Ltd, 31/12/1980

Ultimate Holding Company

Ipsos Sa

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998
	£000s	£000s
Sales	1,274	305
Pre-tax Profit	102	6
Exports	331	
Non-Trading Income	0	0
Depreciation	0	0
Interest Paid	0	0
Auditors Fees	6	5
Directors Emoluments	0	0
Employee Pay		
Number of Employees		

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998
	£000s	£000s
Tangible Fixed Assets	0	0
Intangible Assets	0	0
Intermediate Assets	0	0
<i>Total Fixed Assets</i>	0	0
Stocks	1	21
Trade Debtors	309	161
Other Current Assets	131	179
<i>Total Current Assets</i>	441	361
Total Assets	441	361
Trade Creditors	4	53
Short-Term Loans	257	221
Other Current Liabilities	76	53
<i>Total Current Liabilities</i>	337	327
T/Assets - C/Liabilities	104	34
Long-Term Loans	0	0
Other L/Term Liabilities	0	0
Total Capital & Reserves	104	34
Capital Employed	104	34
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	17

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	23.2	5.1	-
Return on Capital (%)	-	98.1	54.0	-
Pre-tax Profit Margin (%)	-	8.1	2.0	-
Return on Investment (%)	-	28.3	7.2	-
Rtn. on Total Capital & Reserves (%)	-	98.1	54.0	-

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.31	1.04	-
Current Ratio	-	1.31	1.11	-

Gearing Ratios				
Total Debt / Net Worth (%)	-	247.2	650.0	-
Equity Gearing (%)	-	30.9	10.4	-
Income Gearing (Interest Cover) (%)	-	0.0	0.0	-

Efficiency Ratios				
Debtor Days Outstanding	-	89	63	-
Working Capital / Sales (%)	-	8.2	3.7	-
Stocks / Sales (%)	-	0.1	2.3	-
Sales / Capital Employed	-	12.3	27.5	-
Sales / Fixed Assets	-	^	^	-
Creditor Days	-	1	21	-
Asset Utilisation	-	2.89	2.59	-

Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-

Other Ratios				
Exports / Sales (%)	-	26.0	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	32
Return on Capital	20
Pre-tax Profit Margin	48
Return on Investment	52

Liquidity	Position in subsector
Quick Ratio (Acid Test)	48
Current Ratio	50

Gearing	Position in subsector
Total Debt / Net Worth	79
Equity Gearing	62
Income Gearing (Interest Cover)	16

Efficiency	Position in subsector
Debtor Days Outstanding	96
Stocks / Sales	53
Sales / Fixed Assets	-
Asset Utilisation	35

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Ipsos UK Ltd

Address

KINGS HOUSE
KYMBERLEY ROAD
HARROW
MIDDLESEX
HA1 1PT

Telephone

02088618000

Fax

02088615515

Trading Activity

A group engaged in the provision of a comprehensive service in social and marketing research.

Main SIC Codes

74130

Directors (as at Jun 2001)

Didier M. Truchot
Elizabeth S. Landy
Ian D. Wright
Leigh G. Harrison
Philip L. Green
Roger Calverley
Roger S. Gane
Erhard Meier
Ian G. Catchpole
Jean-Marc Lech

Company Secretary

Philip L. Green

Auditors

Bourner Bullock

Bankers

Midland Bank Plc.

Date Incorporated

03/06/1982

Registered Number

01640855

Previous Name(s) with date(s) of change

Ipsos-Rsl Ltd, 16/03/2001
Rsl - Research Services Ltd, 17/04/1998
Research Services Ltd, 19/10/1994
Research Services Group Ltd, 23/10/1987

Holding Company

Ipsos S.A.

Ultimate Holding Company

Ipsos Sa

Main UK Subsidiaries with Turnover (£'000)

Ipsos Cati Centre Ltd 2,047
Ipsos-Logistics Ltd

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	32,476	26,601	25,638
Pre-tax Profit	1,585	1,205	254
Exports	3,679	2,037	2,363
Non-Trading Income	405	59	-87
Depreciation	729	705	609
Interest Paid	48	68	63
Auditors Fees	31	26	28
Directors Emoluments	929	1,095	1,199
Employee Pay	7,875	7,891	7,323
Number of Employees	452	402	381

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	1,609	1,840	2,213
Intangible Assets	36	0	0
Intermediate Assets	306	0	0
Total Fixed Assets	1,951	1,840	2,213
Stocks	1,352	1,148	613
Trade Debtors	2,957	1,568	2,304
Other Current Assets	2,010	3,028	2,244
Total Current Assets	6,319	5,744	5,161
Total Assets	8,270	7,584	7,374
Trade Creditors	142	1,028	1,045
Short-Term Loans	1,040	854	785
Other Current Liabilities	5,207	4,246	4,140
Total Current Liabilities	6,389	6,128	5,970
T/Assets - C/Liabilities	1,881	1,456	1,404
Long-Term Loans	0	160	502
Other L/Term Liabilities	43	101	93
Total Capital & Reserves	1,838	1,195	809
Capital Employed	1,881	1,456	1,404
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52

Performance Analysis

League Table Positions

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	19.2	15.9	3.5
Return on Capital (%)	-	84.3	82.8	18.1
Pre-tax Profit Margin (%)	-	4.9	4.6	1.0
Return on Investment (%)	-	56.0	55.2	14.5
Rtn. on Total Capital & Reserves (%)	-	86.3	100.9	31.4

Profitability	Position in subsector
Return on Total Assets	41
Return on Capital	27
Pre-tax Profit Margin	67
Return on Investment	25

Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.78	0.76	0.77
Current Ratio	-	0.99	0.94	0.87

Liquidity	Position in subsector
Quick Ratio (Acid Test)	97
Current Ratio	93

Gearing Ratios				
Total Debt / Net Worth (%)	-	57.8	84.9	159.1
Equity Gearing (%)	-	28.6	18.8	12.4
Income Gearing (Interest Cover) (%)	-	3.0	5.4	19.9

Gearing	Position in subsector
Total Debt / Net Worth	60
Equity Gearing	64
Income Gearing (Interest Cover)	52

Efficiency Ratios				
Debtor Days Outstanding	-	33	22	33
Working Capital / Sales (%)	-	-0.2	-1.4	-3.1
Stocks / Sales (%)	-	4.2	4.4	2.4
Sales / Capital Employed	-	17.3	18.3	18.3
Sales / Fixed Assets	-	17.0	14.5	11.6
Creditor Days	-	2	14	15
Asset Utilisation	-	3.93	3.51	3.48

Efficiency	Position in subsector
Debtor Days Outstanding	12
Stocks / Sales	92
Sales / Fixed Assets	69
Asset Utilisation	9

Employee Performance				
Pay per Employee (£)	-	17,423	19,629	19,220
Profit per £ of Pay (£)	-	0.21	0.16	0.04
Profit per Employee (£)	-	3,507	2,998	667
Sales per Employee (£)	-	71,850	66,172	67,291
Capital Employed per Employee (£)	-	4,162	3,622	3,685
Fixed Assets per Employee (£)	-	3,560	4,577	5,808
Pay / Sales (%)	-	24.3	29.7	28.6

Employee Performance	Position in subsector
Pay per Employee	68
Profit per £ of Pay	42
Sales per Employee	56
Capital Employed per Employee	67
Pay / Sales	68

Other Ratios				
Exports / Sales (%)	-	11.4	7.7	9.3

Growth	Position in subsector
Sales Growth	53
Pre-tax Profit Growth	8
Total Assets Growth	68
Number of Employees Growth	37
Exports Growth	9

Special Notes

Symbols

1999 PBT includes 365k written back on investments.

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

I R B International Ltd

Address ST CHURCH HOUSE 31 HILL CREST ROAD LONDON E18 2JL
Telephone 02085059211
Fax 02085051333
Trading Activity Market research consultants.
Main SIC Codes 74130
Directors (as at Jun 2001) Bernard M. Hudson Darren M. Noyce David S. Finney Donald Beverly Jonathan A. Darby Joy R. Reynolds Timothy W. Baker Roger K. Landells
Company Secretary Joy R. Reynolds
Auditors Critchleys
Bankers Barclays Bank Plc.
Date Incorporated 13/06/1989
Registered Number 02394593
Previous Name(s) with date(s) of change Quayshelfco 282 Ltd, 18/08/1989
Holding Company Market Research Solutions Ltd
Ultimate Holding Company Market Research Solutions Ltd

Profit & Loss

Date of Accounts	30/06/2000	30/06/1999	31/03/1998
	£000s	£000s	£000s
Sales	3,151	2,887	1,969
Pre-tax Profit	89	89	94
Exports	914	608	130
Non-Trading Income	8	0	0
Depreciation	72	62	28
Interest Paid	5	4	0
Auditors Fees	4	7	7
Directors Emoluments	251	305	175
Employee Pay	560	724	1,115
Number of Employees	22	25	375

Balance Sheet

Date of Accounts	30/06/2000	30/06/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	71	146	151
Intangible Assets	0	0	0
Intermediate Assets	20	0	0
<i>Total Fixed Assets</i>	91	146	151
Stocks	0	28	11
Trade Debtors	635	485	480
Other Current Assets	515	393	201
<i>Total Current Assets</i>	1,150	906	692
Total Assets	1,241	1,052	843
Trade Creditors	116	89	90
Short-Term Loans	823	365	96
Other Current Liabilities	186	571	294
<i>Total Current Liabilities</i>	1,125	1,025	480
T/Assets - C/Liabilities	116	27	363
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	6	10
Total Capital & Reserves	116	21	353
Capital Employed	116	27	363
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	65	52

I R B International Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	7.2	6.8	11.2
Return on Capital (%)	-	76.8	263.8	25.9
Pre-tax Profit Margin (%)	-	2.9	3.1	4.8
Return on Investment (%)	-	10.1	19.0	20.5
Rtn. on Total Capital & Reserves (%)	-	76.8	339.1	26.7
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.03	0.86	1.42
Current Ratio	-	1.03	0.89	1.45
Gearing Ratios				
Total Debt / Net Worth (%)	-	709.5	1,738.1	27.2
Equity Gearing (%)	-	10.4	2.1	72.1
Income Gearing (Interest Cover) (%)	-	5.4	4.4	0.0
Efficiency Ratios				
Debtor Days Outstanding	-	74	77	89
Working Capital / Sales (%)	-	0.8	-5.1	10.8
Stocks / Sales (%)	-	0.0	1.3	0.6
Sales / Capital Employed	-	27.2	85.6	5.5
Sales / Fixed Assets	-	34.7	15.9	13.1
Creditor Days	-	13	14	17
Asset Utilisation	-	2.54	2.20	2.34
Employee Performance				
Pay per Employee (£)	-	25,455	23,168	2,973
Profit per £ of Pay (£)	-	0.16	0.13	0.09
Profit per Employee (£)	-	4,045	2,848	251
Sales per Employee (£)	-	143,227	92,384	5,251
Capital Employed per Employee (£)	-	5,273	1,080	968
Fixed Assets per Employee (£)	-	3,227	5,840	403
Pay / Sales (%)	-	17.8	25.1	56.7
Other Ratios				
Exports / Sales (%)	-	29.1	21.1	6.7

League Table Positions

Profitability	Position in subsector
Return on Total Assets	78
Return on Capital	32
Pre-tax Profit Margin	77
Return on Investment	79

Liquidity	Position in subsector
Quick Ratio (Acid Test)	80
Current Ratio	85

Gearing	Position in subsector
Total Debt / Net Worth	91
Equity Gearing	86
Income Gearing (Interest Cover)	61

Efficiency	Position in subsector
Debtor Days Outstanding	71
Stocks / Sales	46
Sales / Fixed Assets	35
Asset Utilisation	49

Employee Performance	Position in subsector
Pay per Employee	45
Profit per £ of Pay	51
Sales per Employee	21
Capital Employed per Employee	63
Pay / Sales	80

Growth	Position in subsector
Sales Growth	28
Pre-tax Profit Growth	48
Total Assets Growth	43
Number of Employees Growth	75
Exports Growth	2

Special Notes

Market Research Solutions Ltd became the ultimate parent on 13.4.99.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

I R I Infoscan Ltd

Address
EAGLE HOUSE
THE RING
BRACKNELL
BERKSHIRE
RG12 1HB

Telephone
01344746000

Fax
01344746001

Trading Activity
The provision of market research consultancy services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Andrew Balbirer
Joseph Durrett
Monica M. Weed
Harald Schmidt
Timothy S. Bowles

Company Secretary
Jonathan R. Harris

Auditors
Ernst & Young

Bankers
Abn Amro Bank Nv

Date Incorporated
13/05/1992

Registered Number
02714161

Previous Name(s) with date(s) of change
Infoscan Nmra Ltd, 06/10/1994
Euroscan Nmra Ltd, 27/10/1992
Precis (1137) Ltd, 17/06/1992

Holding Company
Precis (1136) Ltd

Ultimate Holding Company
Information Resources Inc.

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	22,080	16,583	14,307
Pre-tax Profit	-2,317	-3,501	-5,401
Exports	0	0	
Non-Trading Income	15	458	24
Depreciation	663	697	666
Interest Paid	282	196	1
Auditors Fees	20	16	21
Directors Emoluments	20	20	20
Employee Pay	7,206	6,198	6,185
Number of Employees	304	297	245

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	1,451	1,483	1,278
Intangible Assets	25	35	45
Intermediate Assets	323	328	332
Total Fixed Assets	1,799	1,846	1,655
Stocks	0	0	0
Trade Debtors	6,234	3,846	2,772
Other Current Assets	4,593	2,400	5,831
Total Current Assets	10,827	6,246	8,603
Total Assets	12,626	8,092	10,258
Trade Creditors	1,265	800	1,709
Short-Term Loans	12,195	13,606	17,738
Other Current Liabilities	6,403	3,720	2,851
Total Current Liabilities	19,863	18,126	22,298
T/Assets - C/Liabilities	-7,237	-10,034	-12,040
Long-Term Loans	29,870	24,715	19,166
Other L/Term Liabilities	28	69	111
Total Capital & Reserves	-37,135	-34,818	-31,317
Capital Employed	-7,237	-10,034	-12,040
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-18.3	-43.2	-52.6
Return on Capital (%)	-	^	^	^
Pre-tax Profit Margin (%)	-	-10.4	-21.1	-37.7
Return on Investment (%)	-	-41.0	-92.5	-94.7
Rtn. on Total Capital & Reserves (%)	-	^	^	^
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.55	0.35	0.39
Current Ratio	-	0.55	0.35	0.39
Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	^
Equity Gearing (%)	-	-74.6	-81.1	-75.3
Income Gearing (Interest Cover) (%)	-	^	^	^
Efficiency Ratios				
Debtor Days Outstanding	-	103	85	71
Working Capital / Sales (%)	-	-40.9	-71.6	-95.7
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	^	^	^
Sales / Fixed Assets	-	12.5	9.2	8.9
Creditor Days	-	21	18	44
Asset Utilisation	-	1.75	2.05	1.40
Employee Performance				
Pay per Employee (£)	-	23,704	20,869	25,245
Profit per £ of Pay (£)	-	-0.32	-0.56	-0.87
Profit per Employee (£)	-	-7,622	-11,788	-22,045
Sales per Employee (£)	-	72,632	55,835	58,396
Capital Employed per Employee (£)	-	-23,806	-33,785	-49,143
Fixed Assets per Employee (£)	-	4,773	4,993	5,216
Pay / Sales (%)	-	32.7	37.4	43.3
Other Ratios				
Exports / Sales (%)	-	0.0	0.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	111
Return on Capital	-
Pre-tax Profit Margin	114
Return on Investment	103

Liquidity	Position in subsector
Quick Ratio (Acid Test)	112
Current Ratio	116

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	118
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	104
Stocks / Sales	15
Sales / Fixed Assets	84
Asset Utilisation	86

Employee Performance	Position in subsector
Pay per Employee	49
Profit per £ of Pay	86
Sales per Employee	55
Capital Employed per Employee	88
Pay / Sales	38

Growth	Position in subsector
Sales Growth	31
Pre-tax Profit Growth	-
Total Assets Growth	58
Number of Employees Growth	33
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Isis Research PLC

Address THE BOATHOUSE 1 EMBANKMENT LONDON SW15 1LB	
Telephone 02087888819	
Fax 02087896876	
Trading Activity A group engaged in the provision of market research on behalf of the pharmaceutical industry.	
Main SIC Codes 74130	
Directors (as at Jun 2001) Colin N. Maitland Dean J. Edwards Esme J. Maitland Jonathan J. Thompson Konrad P. Legg Benjamin J. Walsh	
Company Secretary Geoffrey D. Eaton	
Auditors Pricewaterhousecoopers	
Bankers Lloyds Bank Plc.	
Date Incorporated 02/05/1984	
Registered Number 01813128	
Previous Name(s) with date(s) of change Isis Research PLC, 19/10/1995 Isis Research Ltd, 11/10/1995	
Main UK Subsidiaries with Turnover	(£'000)
	Maxis Research Ltd 647
	Isis Research UK Ltd
	Metris Research Ltd

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	12,683	10,177	8,626
Pre-tax Profit	24	-394	624
Exports	10,046	7,920	
Non-Trading Income	64	59	85
Depreciation	124	132	106
Interest Paid	33	23	1
Auditors Fees	30	28	33
Directors Emoluments	426	369	195
Employee Pay	4,714	3,425	2,926
Number of Employees	183	119	90

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	464	435	430
Intangible Assets	0	0	0
Intermediate Assets	0	78	108
Total Fixed Assets	464	513	538
Stocks	1,252	427	339
Trade Debtors	2,304	1,672	1,237
Other Current Assets	1,193	697	818
Total Current Assets	4,749	2,796	2,394
Total Assets	5,213	3,309	2,932
Trade Creditors	331	296	123
Short-Term Loans	441	387	0
Other Current Liabilities	330	290	231
Total Current Liabilities	1,102	973	354
T/Assets - C/Liabilities	4,111	2,336	2,578
Long-Term Loans	5	0	0
Other L/Term Liabilities	3,537	1,968	1,741
Total Capital & Reserves	569	368	837
Capital Employed	4,111	2,336	2,578
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52

Isis Research PLC

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	0.5	-11.9	21.3
Return on Capital (%)	-	0.6	-16.8	24.3
Pre-tax Profit Margin (%)	-	0.2	-3.8	7.3
Return on Investment (%)	-	1.3	-13.6	24.3
Rtn. on Total Capital & Reserves (%)	-	4.3	-107.0	74.6
Liquidity Ratios				
Quick Ratio (Acid Test)	-	3.18	2.44	5.81
Current Ratio	-	4.31	2.88	6.77
Gearing Ratios				
Total Debt / Net Worth (%)	-	78.4	105.2	0.0
Equity Gearing (%)	-	12.3	12.6	40.0
Income Gearing (Interest Cover) (%)	-	57.9	^	0.2
Efficiency Ratios				
Debtor Days Outstanding	-	66	60	52
Working Capital / Sales (%)	-	28.8	18.0	23.7
Stocks / Sales (%)	-	9.9	4.2	4.0
Sales / Capital Employed	-	3.1	4.4	3.4
Sales / Fixed Assets	-	27.4	19.9	16.1
Creditor Days	-	10	11	5
Asset Utilisation	-	2.44	3.08	2.95
Employee Performance				
Pay per Employee (£)	-	25,760	28,782	32,511
Profit per £ of Pay (£)	-	0.01	-0.11	0.22
Profit per Employee (£)	-	131	-3,311	6,933
Sales per Employee (£)	-	69,306	85,521	95,844
Capital Employed per Employee (£)	-	22,464	19,630	28,644
Fixed Assets per Employee (£)	-	2,536	3,655	4,778
Pay / Sales (%)	-	37.2	33.7	34.0
Other Ratios				
Exports / Sales (%)	-	79.3	77.9	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	94
Return on Capital	94
Pre-tax Profit Margin	94
Return on Investment	89
Liquidity	Position in subsector
Quick Ratio (Acid Test)	4
Current Ratio	3
Gearing	Position in subsector
Total Debt / Net Worth	67
Equity Gearing	82
Income Gearing (Interest Cover)	83
Efficiency	Position in subsector
Debtor Days Outstanding	57
Stocks / Sales	113
Sales / Fixed Assets	43
Asset Utilisation	52
Employee Performance	Position in subsector
Pay per Employee	44
Profit per £ of Pay	70
Sales per Employee	57
Capital Employed per Employee	23
Pay / Sales	26
Growth	Position in subsector
Sales Growth	35
Pre-tax Profit Growth	73
Total Assets Growth	32
Number of Employees Growth	13
Exports Growth	-

Special Notes

On 1.4.98. the trade, related assets and goodwill of Isis Research (UK) Ltd were transf. to the co.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

The Leadership Factor Ltd

Market Leadership Ltd 253

Number of weeks

52

The Leadership Factor Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	33.1	21.2	43.9
Return on Capital (%)	-	59.5	57.2	109.0
Pre-tax Profit Margin (%)	-	25.6	14.8	25.2
Return on Investment (%)	-	59.5	57.2	109.0
Rtn. on Total Capital & Reserves (%)	-	59.5	57.2	109.0
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.95	1.42	1.54
Current Ratio	-	1.95	1.43	1.57
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.0	0.0
Equity Gearing (%)	-	125.0	58.6	67.5
Income Gearing (Interest Cover) (%)	-	0.0	0.0	0.0
Efficiency Ratios				
Debtor Days Outstanding	-	65	67	87
Working Capital / Sales (%)	-	32.7	18.9	19.3
Stocks / Sales (%)	-	0.3	0.4	1.2
Sales / Capital Employed	-	2.4	3.9	4.4
Sales / Fixed Assets	-	9.7	14.4	26.2
Creditor Days	-	16	14	17
Asset Utilisation	-	1.30	1.44	1.75
Employee Performance				
Pay per Employee (£)	-	6,754	9,163	10,375
Profit per £ of Pay (£)	-	0.66	0.39	0.96
Profit per Employee (£)	-	4,449	3,535	9,875
Sales per Employee (£)	-	17,406	23,953	39,250
Capital Employed per Employee (£)	-	7,478	6,186	9,063
Fixed Assets per Employee (£)	-	1,797	1,674	1,500
Pay / Sales (%)	-	38.9	38.3	26.5
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	19
Return on Capital	42
Pre-tax Profit Margin	7
Return on Investment	22

Liquidity	Position in subsector
Quick Ratio (Acid Test)	14
Current Ratio	15

Gearing	Position in subsector
Total Debt / Net Worth	8
Equity Gearing	9
Income Gearing (Interest Cover)	11

Efficiency	Position in subsector
Debtor Days Outstanding	55
Stocks / Sales	56
Sales / Fixed Assets	94
Asset Utilisation	107

Employee Performance	Position in subsector
Pay per Employee	84
Profit per £ of Pay	14
Sales per Employee	84
Capital Employed per Employee	52
Pay / Sales	20

Growth	Position in subsector
Sales Growth	16
Pre-tax Profit Growth	23
Total Assets Growth	16
Number of Employees Growth	4
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Link Strategic Research UK Ltd

Address
48-50 ST JOHN STREET
LONDON
EC1M 4DG

Telephone
02072512432

Fax
02072512487

Trading Activity
The provision of strategic marketing research and consultancy. Commenced trading in August 1996.

Main SIC Codes
74130

Directors (as at Jun 2001)
Vivienne L. Southcott

Company Secretary
Alastair G. Law

Auditors
Law & Co

Date Incorporated
23/05/1996

Registered Number
03203086

Previous Name(s) with date(s) of change
Argala Ltd, 19/06/1996

Profit & Loss

Date of Accounts	31/08/1999	31/08/1998	31/08/1997
	£000s	£000s	£000s
Sales	2,142	1,533	1,163
Pre-tax Profit	83	82	3
Exports	0	0	0
Non-Trading Income	0	1	0
Depreciation	33	31	39
Interest Paid	4	3	2
Auditors Fees	1	1	1
Directors Emoluments			
Employee Pay	506	386	296
Number of Employees	15	12	12

Balance Sheet

Date of Accounts	31/08/1999	31/08/1998	31/08/1997
	£000s	£000s	£000s
Tangible Fixed Assets	112	125	105
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	112	125	105
Stocks	35	32	23
Trade Debtors	308	374	212
Other Current Assets	98	2	0
Total Current Assets	441	408	235
Total Assets	553	533	340
Trade Creditors	232	146	84
Short-Term Loans	76	123	75
Other Current Liabilities	146	140	31
Total Current Liabilities	454	409	190
T/Assets - C/Liabilities	99	124	150
Long-Term Loans	4	58	148
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	95	66	2
Capital Employed	99	124	150
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	57

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	15.1	15.4	0.9
Return on Capital (%)	-	83.9	66.2	1.9
Pre-tax Profit Margin (%)	-	3.9	5.4	0.3
Return on Investment (%)	-	49.8	34.5	2.1
Rtn. on Total Capital & Reserves (%)	-	87.4	124.3	136.9
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.90	0.92	1.12
Current Ratio	-	0.98	1.00	1.24
Gearing Ratios				
Total Debt / Net Worth (%)	-	84.3	274.3	11,150.0
Equity Gearing (%)	-	20.8	14.2	0.6
Income Gearing (Interest Cover) (%)	-	4.6	3.6	40.0
Efficiency Ratios				
Debtor Days Outstanding	-	52	89	73
Working Capital / Sales (%)	-	-0.6	0.0	4.3
Stocks / Sales (%)	-	1.7	2.1	2.2
Sales / Capital Employed	-	21.7	12.4	7.1
Sales / Fixed Assets	-	19.2	12.3	10.2
Creditor Days	-	40	35	29
Asset Utilisation	-	3.88	2.88	3.13
Employee Performance				
Pay per Employee (£)	-	33,733	32,167	22,503
Profit per £ of Pay (£)	-	0.17	0.22	0.02
Profit per Employee (£)	-	5,533	6,833	228
Sales per Employee (£)	-	142,800	127,750	88,415
Capital Employed per Employee (£)	-	6,600	10,333	12,500
Fixed Assets per Employee (£)	-	7,467	10,417	8,750
Pay / Sales (%)	-	23.7	25.2	25.5
Other Ratios				
Exports / Sales (%)	-	0.0	0.0	0.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	54
Return on Capital	28
Pre-tax Profit Margin	73
Return on Investment	29
Liquidity	Position in subsector
Quick Ratio (Acid Test)	91
Current Ratio	94
Gearing	Position in subsector
Total Debt / Net Worth	68
Equity Gearing	76
Income Gearing (Interest Cover)	59
Efficiency	Position in subsector
Debtor Days Outstanding	37
Stocks / Sales	77
Sales / Fixed Assets	57
Asset Utilisation	12
Employee Performance	Position in subsector
Pay per Employee	21
Profit per £ of Pay	49
Sales per Employee	20
Capital Employed per Employee	51
Pay / Sales	70
Growth	Position in subsector
Sales Growth	15
Pre-tax Profit Growth	2
Total Assets Growth	36
Number of Employees Growth	32
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Managing The Service Business Ltd

Address WINSLOW HOUSE ASHURST PARK CHURCH LANE ASCOT BERKSHIRE SL5 7ED
Telephone 01344876300
Fax 01344873677
Trading Activity The provision of market research, consultancy, communications and training services.
Main SIC Codes 74140

Directors (as at Jun 2001) Lord Lane Of Horsell David A. Coltman Philip Festa Donald A. Porter Nicholas R. Winterton Robert B. Hamill
--

Company Secretary Robert B. Hamill
--

Auditors Arthur Andersen

Bankers Lloyds Bank Plc.

Date Incorporated 08/12/1987
--

Registered Number 02203362

Main UK Subsidiaries with Turnover (£'000) Talent Mgmt. Seminars Ltd
--

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	3,273	2,846	1,942
Pre-tax Profit	70	53	78
Exports		1,455	89
Non-Trading Income	6	7	6
Depreciation	63	44	40
Interest Paid	7	5	6
Auditors Fees	10	6	6
Directors Emoluments	361	303	296
Employee Pay	870	777	703
Number of Employees	24	23	19

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	232	160	126
Intangible Assets	0	0	0
Intermediate Assets	0	2	2
<i>Total Fixed Assets</i>	232	162	128
Stocks	0	0	0
Trade Debtors	413	253	556
Other Current Assets	238	573	76
<i>Total Current Assets</i>	651	826	632
Total Assets	883	988	760
Trade Creditors	224	336	123
Short-Term Loans	0	70	22
Other Current Liabilities	338	288	351
<i>Total Current Liabilities</i>	562	694	496
T/Assets - C/Liabilities	321	294	264
Long-Term Loans	0	0	0
Other L/Term Liabilities	6	7	5
Total Capital & Reserves	315	287	259
Capital Employed	321	294	264
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

Managing The Service Business Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	8.0	5.4	10.3
Return on Capital (%)	-	21.9	18.1	29.6
Pre-tax Profit Margin (%)	-	2.2	1.9	4.1
Return on Investment (%)	-	24.0	16.0	29.4
Rtn. on Total Capital & Reserves (%)	-	22.3	18.5	30.2
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.16	1.20	1.28
Current Ratio	-	1.16	1.20	1.28
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	24.4	8.5
Equity Gearing (%)	-	55.5	41.0	51.7
Income Gearing (Interest Cover) (%)	-	9.1	8.7	7.2
Efficiency Ratios				
Debtor Days Outstanding	-	46	32	105
Working Capital / Sales (%)	-	2.8	4.7	7.1
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	10.2	9.7	7.4
Sales / Fixed Assets	-	14.2	17.6	15.2
Creditor Days	-	25	43	23
Asset Utilisation	-	3.71	2.89	2.56
Employee Performance				
Pay per Employee (£)	-	36,250	33,783	37,000
Profit per £ of Pay (£)	-	0.09	0.07	0.12
Profit per Employee (£)	-	2,917	2,304	4,105
Sales per Employee (£)	-	136,375	123,739	102,211
Capital Employed per Employee (£)	-	13,375	12,783	13,895
Fixed Assets per Employee (£)	-	9,667	6,957	6,632
Pay / Sales (%)	-	26.6	27.4	36.2
Other Ratios				
Exports / Sales (%)	-	-	51.2	4.6

League Table Positions

Profitability	Position in subsector
Return on Total Assets	73
Return on Capital	77
Pre-tax Profit Margin	80
Return on Investment	61
Liquidity	Position in subsector
Quick Ratio (Acid Test)	61
Current Ratio	66
Gearing	Position in subsector
Total Debt / Net Worth	15
Equity Gearing	44
Income Gearing (Interest Cover)	68
Efficiency	Position in subsector
Debtor Days Outstanding	25
Stocks / Sales	18
Sales / Fixed Assets	78
Asset Utilisation	14
Employee Performance	Position in subsector
Pay per Employee	19
Profit per £ of Pay	60
Sales per Employee	23
Capital Employed per Employee	36
Pay / Sales	58
Growth	Position in subsector
Sales Growth	24
Pre-tax Profit Growth	49
Total Assets Growth	65
Number of Employees Growth	31
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Maritz. Trbi Ltd

Address
HOLFORD MEWS
CRUIKSHANK STREET
LONDON
WC1X 9HD
Telephone
02079236000
Fax
02079236001
Trading Activity
The provision of market research services.
Main SIC Codes
74130
Directors (as at Jun 2001)
Alison Fradley
Catherine Dudmesh
David Jamieson
Janet E. Kiddle
Laurance Gerrard
Laurence Curtis
Neil Swan
Company Secretary
Ian M. Taylorson
Auditors
Deloitte & Touche
Bankers
Royal Bank Of Scot
Date Incorporated
09/10/1981
Registered Number
01590198
Previous Name(s) with date(s) of change
The Research Business International Ltd, 08/04/1999
Research Business Group Ltd (The), 03/04/1997
Research Business Ltd (The), 26/06/1986
Abbeybase Ltd, 31/12/1981
Holding Company
Maritz Europa Ltd
Ultimate Holding Company
Maritz Inc.

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	23,879	14,157	14,397
Pre-tax Profit	-81	888	711
Exports	7,929	5,400	3,599
Non-Trading Income	28	76	55
Depreciation	354	212	214
Interest Paid	37	0	1
Auditors Fees	10	10	31
Directors Emoluments	644	1,676	1,711
Employee Pay	6,134	3,778	3,921
Number of Employees	211	133	132

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	622	495	467
Intangible Assets	0	0	0
Intermediate Assets	0	0	12
<i>Total Fixed Assets</i>	622	495	479
Stocks	1,044	914	275
Trade Debtors	3,309	1,745	1,951
Other Current Assets	1,832	2,668	1,139
<i>Total Current Assets</i>	6,185	5,327	3,365
Total Assets	6,807	5,822	3,844
Trade Creditors	498	930	356
Short-Term Loans	1,773	195	57
Other Current Liabilities	2,767	2,813	2,121
<i>Total Current Liabilities</i>	5,038	3,938	2,534
T/Assets - C/Liabilities	1,769	1,884	1,310
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	1,769	1,884	1,310
Capital Employed	1,769	1,884	1,310
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-1.1	15.3	18.5
Return on Capital (%)	-	-4.5	47.2	54.3
Pre-tax Profit Margin (%)	-	-0.3	6.3	5.0
Return on Investment (%)	-	-1.2	42.8	52.1
Rtn. on Total Capital & Reserves (%)	-	-4.5	47.2	54.3

Liquidity Ratios

Quick Ratio (Acid Test)	-	1.03	1.13	1.22
Current Ratio	-	1.23	1.36	1.33

Gearing Ratios

Total Debt / Net Worth (%)	-	100.3	10.4	4.4
Equity Gearing (%)	-	35.2	47.9	51.7
Income Gearing (Interest Cover) (%)	-	^	0.0	0.2

Efficiency Ratios

Debtor Days Outstanding	-	51	45	49
Working Capital / Sales (%)	-	4.9	9.9	5.8
Stocks / Sales (%)	-	4.4	6.5	2.0
Sales / Capital Employed	-	13.5	7.6	11.0
Sales / Fixed Assets	-	38.4	28.7	30.1
Creditor Days	-	8	24	9
Asset Utilisation	-	3.51	2.44	3.75

Employee Performance

Pay per Employee (£)	-	29,071	28,406	29,705
Profit per £ of Pay (£)	-	-0.01	0.24	0.19
Profit per Employee (£)	-	-384	6,677	5,386
Sales per Employee (£)	-	113,171	106,444	109,068
Capital Employed per Employee (£)	-	8,384	14,165	9,924
Fixed Assets per Employee (£)	-	2,948	3,722	3,538
Pay / Sales (%)	-	25.7	26.7	27.3

Other Ratios

Exports / Sales (%)	-	33.3	38.2	25.0
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League Table Positions

Profitability	Position in subsector
Return on Total Assets	99
Return on Capital	98
Pre-tax Profit Margin	99
Return on Investment	91

Liquidity	Position in subsector
Quick Ratio (Acid Test)	78
Current Ratio	60

Gearing	Position in subsector
Total Debt / Net Worth	71
Equity Gearing	56
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	32
Stocks / Sales	93
Sales / Fixed Assets	28
Asset Utilisation	18

Employee Performance	Position in subsector
Pay per Employee	32
Profit per £ of Pay	73
Sales per Employee	31
Capital Employed per Employee	48
Pay / Sales	61

Growth	Position in subsector
Sales Growth	26
Pre-tax Profit Growth	-
Total Assets Growth	31
Number of Employees Growth	17
Exports Growth	5

Special Notes

2000 T/O incl 9.342m acquisitions - Maritz Research division of Maritz Ltd. 2000 PBT incl 7.305m admin exp. (99=3.983m).

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Market & Opinion Research International Ltd

Address 32 OLD QUEEN STREET LONDON SW1H 9HP
Telephone 02072220232
Fax 02072221653
Trading Activity The provision of market, opinion and attitude research services.
Main SIC Codes 74130
Directors (as at Jun 2001) Brian Gosschalk Peter F. Hutton Robert M. Worcester Roger J. Stubbs Stewart K. Lewis
Company Secretary Ambrose W. T. Hancock
Auditors Hacker Young
Bankers 161065
Date Incorporated 21/02/1969
Registered Number 00948470
Holding Company Mori Gp. Ltd
Ultimate Holding Company Mori Gp. Ltd
Main UK Subsidiaries with Turnover (£'000) Simpson Carpenter Ltd 3,306 On-Line Telephone Surveys Ltd 2,938 Mori Fincl. Svcs. Ltd 2,715 Pr Test Ltd 41 Mori Intl. Ltd Socioconsult Ltd

Profit & Loss

Date of Accounts	* year analysed in League Tables			
	31/12/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Sales	23,377	21,230	19,625	18,194
Pre-tax Profit	3,036	744	-449	1,558
Exports	0			
Non-Trading Income	637	272	239	468
Depreciation	421	470	2,644	506
Interest Paid	28	181	230	243
Auditors Fees	33	30	28	25
Directors Emoluments	707	2,646	1,763	516
Employee Pay	6,497	7,362	6,217	5,523
Number of Employees	231	376	345	299

Balance Sheet

Date of Accounts	31/12/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	3,561	3,038	3,393	5,599
Intangible Assets	0	0	0	0
Intermediate Assets	970	158	231	99
<i>Total Fixed Assets</i>	4,531	3,196	3,624	5,698
Stocks	300	256	110	56
Trade Debtors	6,218	6,684	6,212	4,827
Other Current Assets	1,865	1,436	1,329	1,202
<i>Total Current Assets</i>	8,383	8,376	7,651	6,085
Total Assets	12,914	11,572	11,275	11,783
Trade Creditors	2,004	770	747	625
Short-Term Loans	2,091	858	719	510
Other Current Liabilities	6,495	5,848	5,327	4,088
<i>Total Current Liabilities</i>	10,590	7,476	6,793	5,223
T/Assets - C/Liabilities	2,324	4,096	4,482	6,560
Long-Term Loans	0	1,950	1,901	2,620
Other L/Term Liabilities	0	57	87	0
Total Capital & Reserves	2,324	2,089	2,494	3,940
Capital Employed	2,324	4,096	4,482	6,560
Type of Accounts	<i>Unconsolidated</i>	<i>Consolidated</i>	<i>Consolidated</i>	<i>Consolidated</i>
Number of weeks	52	52	52	52

* The Company’s accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Market & Opinion Research International Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	23.6	6.5	-3.9	13.3
Return on Capital (%)	130.7	18.2	-10.0	23.8
Pre-tax Profit Margin (%)	13.0	3.6	-2.2	8.6
Return on Investment (%)	69.4	18.7	-4.2	25.5
Rtn. on Total Capital & Reserves (%)	130.7	35.7	-18.0	39.6
Liquidity Ratios				
Quick Ratio (Acid Test)	0.77	1.09	1.12	1.16
Current Ratio	0.80	1.13	1.13	1.17
Gearing Ratios				
Total Debt / Net Worth (%)	90.0	134.5	105.1	79.5
Equity Gearing (%)	22.0	22.1	28.5	50.3
Income Gearing (Interest Cover) (%)	1.0	19.6	^	13.5
Efficiency Ratios				
Debtor Days Outstanding	97	115	116	97
Working Capital / Sales (%)	-9.4	4.3	4.4	4.8
Stocks / Sales (%)	1.3	1.3	0.6	0.4
Sales / Capital Employed	10.1	5.2	4.4	2.8
Sales / Fixed Assets	5.2	6.7	5.5	3.2
Creditor Days	31	13	14	13
Asset Utilisation	1.82	1.84	1.75	1.55
Employee Performance				
Pay per Employee (£)	28,126	19,580	18,020	18,472
Profit per £ of Pay (£)	0.47	0.11	-0.07	0.29
Profit per Employee (£)	13,143	1,979	-1,301	5,211
Sales per Employee (£)	101,199	56,463	56,884	60,849
Capital Employed per Employee (£)	10,061	10,894	12,991	21,940
Fixed Assets per Employee (£)	15,416	8,080	9,835	18,726
Pay / Sales (%)	27.8	34.7	31.7	30.4
Other Ratios				
Exports / Sales (%)	0.0	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	79
Return on Capital	81
Pre-tax Profit Margin	75
Return on Investment	71

Liquidity	Position in subsector
Quick Ratio (Acid Test)	70
Current Ratio	69

Gearing	Position in subsector
Total Debt / Net Worth	75
Equity Gearing	73
Income Gearing (Interest Cover)	78

Efficiency	Position in subsector
Debtor Days Outstanding	112
Stocks / Sales	71
Sales / Fixed Assets	107
Asset Utilisation	83

Employee Performance	Position in subsector
Pay per Employee	62
Profit per £ of Pay	59
Sales per Employee	65
Capital Employed per Employee	41
Pay / Sales	35

Growth	Position in subsector
Sales Growth	63
Pre-tax Profit Growth	65
Total Assets Growth	89
Number of Employees Growth	30
Exports Growth	-

Special Notes

1998 PBT includes 2.153m exceptional cost in respect of provision for permanent diminution in value of fixed assets.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Market Probe Europe Ltd

Address CUMBERLAND HOUSE 80 SCRUBS LA LONDON NW10 6RF
Telephone 02089626201
Fax 02089626202
Trading Activity Market research.
Main SIC Codes 74130
Directors (as at Jun 2001) Tanniru R. Rao
Company Secretary Karen Ethington
Auditors Hurst Morrison Thomson
Date Incorporated 26/09/1997
Registered Number 03440867
Previous Name(s) with date(s) of change Broomco (1365) Ltd, 13/10/1997
Holding Company Market Probe Inc.
Ultimate Holding Company Market Probe Inc.
Main UK Subsidiaries with Turnover (£'000) Hobbyphase Ltd

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998
	£000s	£000s
Sales	1,116	342
Pre-tax Profit	103	-37
Exports	0	0
Non-Trading Income	0	0
Depreciation	30	22
Interest Paid	0	0
Auditors Fees	3	2
Directors Emoluments	56	0
Employee Pay	568	204
Number of Employees	38	38

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998
	£000s	£000s
Tangible Fixed Assets	56	53
Intangible Assets	0	0
Intermediate Assets	0	0
<i>Total Fixed Assets</i>	<i>56</i>	<i>53</i>
Stocks	0	0
Trade Debtors	160	75
Other Current Assets	181	11
<i>Total Current Assets</i>	<i>341</i>	<i>86</i>
Total Assets	397	139
Trade Creditors	39	0
Short-Term Loans	14	0
Other Current Liabilities	144	27
<i>Total Current Liabilities</i>	<i>197</i>	<i>27</i>
T/Assets - C/Liabilities	200	112
Long-Term Loans	5	0
Other L/Term Liabilities	0	0
Total Capital & Reserves	195	112
Capital Employed	200	112
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	57

Market Probe Europe Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	26.0	-24.2	-
Return on Capital (%)	-	51.6	-30.1	-
Pre-tax Profit Margin (%)	-	9.3	-10.8	-
Return on Investment (%)	-	48.2	-30.1	-
Rtn. on Total Capital & Reserves (%)	-	52.9	-30.1	-

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.74	3.19	-
Current Ratio	-	1.74	3.19	-

Gearing Ratios				
Total Debt / Net Worth (%)	-	9.8	0.0	-
Equity Gearing (%)	-	96.6	414.9	-
Income Gearing (Interest Cover) (%)	-	0.0	^	-

Efficiency Ratios				
Debtor Days Outstanding	-	52	88	-
Working Capital / Sales (%)	-	13.0	19.0	-
Stocks / Sales (%)	-	0.0	0.0	-
Sales / Capital Employed	-	5.6	2.8	-
Sales / Fixed Assets	-	20.0	5.9	-
Creditor Days	-	13	0	-
Asset Utilisation	-	2.82	2.25	-

Employee Performance				
Pay per Employee (£)	-	14,947	4,898	-
Profit per £ of Pay (£)	-	0.19	-0.18	-
Profit per Employee (£)	-	2,711	-888	-
Sales per Employee (£)	-	29,368	8,211	-
Capital Employed per Employee (£)	-	5,263	2,947	-
Fixed Assets per Employee (£)	-	1,474	1,395	-
Pay / Sales (%)	-	50.9	59.7	-

Other Ratios				
Exports / Sales (%)	-	0.0	0.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	28
Return on Capital	46
Pre-tax Profit Margin	41
Return on Investment	30

Liquidity	Position in subsector
Quick Ratio (Acid Test)	18
Current Ratio	22

Gearing	Position in subsector
Total Debt / Net Worth	37
Equity Gearing	19
Income Gearing (Interest Cover)	27

Efficiency	Position in subsector
Debtor Days Outstanding	36
Stocks / Sales	41
Sales / Fixed Assets	55
Asset Utilisation	39

Employee Performance	Position in subsector
Pay per Employee	74
Profit per £ of Pay	46
Sales per Employee	78
Capital Employed per Employee	61
Pay / Sales	7

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Market Research Solutions Ltd

Address LITTLE BALDON HOUSE LITTLE BALDON OXFORD OXFORDSHIRE OX44 9PU	
Telephone 01865343000	
Fax 01865788001	
Trading Activity The provision of market research services.	
Main SIC Codes 74130	
Directors (as at Jun 2001) Bernard M. Hudson Jonathan A. Darby Joy R. Reynolds Timothy W. Baker Roger K. Landells Martin Callingham	
Company Secretary Joy R. Reynolds	
Auditors Critchleys	
Bankers Barclays Bank Plc.	
Date Incorporated 16/02/1993	
Registered Number 02790555	
Main UK Subsidiaries with Turnover	(£'000)
lrb Intl. Ltd	3,151
Telesolutions Ltd	

Profit & Loss

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Sales	3,020	3,813	3,337
Pre-tax Profit	-84	75	110
Exports	98	29	225
Non-Trading Income	0	3	2
Depreciation	68	62	44
Interest Paid	59	17	5
Auditors Fees	7	8	7
Directors Emoluments	333	279	265
Employee Pay	1,146	981	885
Number of Employees	55	53	47

Balance Sheet

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Tangible Fixed Assets	45	103	122
Intangible Assets	0	0	0
Intermediate Assets	893	893	20
Total Fixed Assets	938	996	142
Stocks	0	0	15
Trade Debtors	539	486	603
Other Current Assets	991	482	262
Total Current Assets	1,530	968	880
Total Assets	2,468	1,964	1,022
Trade Creditors	404	209	164
Short-Term Loans	964	137	15
Other Current Liabilities	516	312	461
Total Current Liabilities	1,884	658	640
T/Assets - C/Liabilities	584	1,306	382
Long-Term Loans	238	876	2
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	346	430	380
Capital Employed	584	1,306	382
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Market Research Solutions Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-3.4	3.9	10.8
Return on Capital (%)	-	-14.3	5.8	28.8
Pre-tax Profit Margin (%)	-	-2.7	2.0	3.3
Return on Investment (%)	-	-1.6	6.4	29.0
Rtn. on Total Capital & Reserves (%)	-	-24.2	17.5	29.0

Liquidity Ratios

Quick Ratio (Acid Test)	-	0.82	1.48	1.36
Current Ratio	-	0.82	1.48	1.38

Gearing Ratios

Total Debt / Net Worth (%)	-	347.4	235.6	4.5
Equity Gearing (%)	-	16.4	28.1	59.2
Income Gearing (Interest Cover) (%)	-	^	18.5	4.4

Efficiency Ratios

Debtor Days Outstanding	-	65	47	66
Working Capital / Sales (%)	-	-11.7	8.2	7.2
Stocks / Sales (%)	-	0.0	0.0	0.5
Sales / Capital Employed	-	5.2	3.0	8.8
Sales / Fixed Assets	-	3.3	3.9	23.6
Creditor Days	-	49	20	18
Asset Utilisation	-	1.23	1.95	3.27

Employee Performance

Pay per Employee (£)	-	20,836	18,509	18,830
Profit per £ of Pay (£)	-	-0.07	0.08	0.13
Profit per Employee (£)	-	-1,527	1,415	2,340
Sales per Employee (£)	-	54,909	71,943	71,000
Capital Employed per Employee (£)	-	10,618	24,642	8,128
Fixed Assets per Employee (£)	-	818	1,943	2,596
Pay / Sales (%)	-	38.0	25.8	26.6

Other Ratios

Exports / Sales (%)	-	3.3	0.8	6.8
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League Table Positions

Profitability	Position in subsector
Return on Total Assets	103
Return on Capital	99
Pre-tax Profit Margin	103
Return on Investment	92

Liquidity	Position in subsector
Quick Ratio (Acid Test)	93
Current Ratio	104

Gearing	Position in subsector
Total Debt / Net Worth	85
Equity Gearing	80
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	54
Stocks / Sales	39
Sales / Fixed Assets	114
Asset Utilisation	110

Employee Performance	Position in subsector
Pay per Employee	58
Profit per £ of Pay	76
Sales per Employee	66
Capital Employed per Employee	39
Pay / Sales	21

Growth	Position in subsector
Sales Growth	94
Pre-tax Profit Growth	-
Total Assets Growth	19
Number of Employees Growth	41
Exports Growth	32

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Market Tracking International Ltd

Address
Queensway House
2 Queensway
Redhill
RH1 1QS

Telephone
01737 855229

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
John A. Wistreich
John E. Holmes

Company Secretary
Wendy Manj

Auditors
Georgiades Charalambou & Co

Bankers
Midland Bank Plc.

Date Incorporated
25/11/1993

Registered Number
02875147

Profit & Loss

Date of Accounts	30/09/2000	* year analysed in League Tables		
		30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s	£000s
Sales	968	1,102	960	762
Pre-tax Profit	149	-3	203	-88
Exports	0	0	144	4
Non-Trading Income	2	2	0	0
Depreciation	32	11	12	12
Interest Paid	0	0	17	9
Auditors Fees	3	4	8	6
Directors Emoluments	122	137	165	150
Employee Pay			631	519
Number of Employees			30	32

Balance Sheet

Date of Accounts	30/09/2000	30/09/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	3	32	37	35
Intangible Assets	0	0	0	0
Intermediate Assets	0	0	0	0
Total Fixed Assets	3	32	37	35
Stocks	0	166	183	553
Trade Debtors	151	147	236	128
Other Current Assets	77	122	607	65
Total Current Assets	228	435	1,026	746
Total Assets	231	467	1,063	781
Trade Creditors	25	136	326	69
Short-Term Loans	0	8	320	0
Other Current Liabilities	55	321	386	599
Total Current Liabilities	80	465	1,032	668
T/Assets - C/Liabilities	151	2	31	113
Long-Term Loans	0	0	25	310
Other L/Term Liabilities	0	0	0	0
Total Capital & Reserves	151	2	6	-197
Capital Employed	151	2	31	113
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 30/09/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Market Tracking International Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	64.6	-0.6	19.1	-11.2
Return on Capital (%)	98.7	-150.0	654.9	-77.8
Pre-tax Profit Margin (%)	15.4	-0.2	21.2	-11.5
Return on Investment (%)	98.7	-30.0	62.7	-69.9
Rtn. on Total Capital & Reserves (%)	98.7	-150.0	3,383.4	^

Liquidity Ratios

Quick Ratio (Acid Test)	2.86	0.58	0.82	0.29
Current Ratio	2.86	0.94	1.00	1.12

Gearing Ratios

Total Debt / Net Worth (%)	0.0	400.0	5,750.0	^
Equity Gearing (%)	188.8	0.5	0.6	-20.1
Income Gearing (Interest Cover) (%)	0.0	^	7.8	^

Efficiency Ratios

Debtor Days Outstanding	57	49	90	61
Working Capital / Sales (%)	15.3	-2.7	-0.6	10.3
Stocks / Sales (%)	0.0	15.1	19.1	72.6
Sales / Capital Employed	6.5	551.0	31.0	6.8
Sales / Fixed Assets	322.7	34.5	26.0	21.8
Creditor Days	9	45	124	33
Asset Utilisation	4.20	2.36	0.91	0.98

Employee Performance

Pay per Employee (£)	-	-	21,033	16,219
Profit per £ of Pay (£)	-	-	0.33	-0.16
Profit per Employee (£)	-	-	6,767	-2,750
Sales per Employee (£)	-	-	32,000	23,813
Capital Employed per Employee (£)	-	-	1,033	3,531
Fixed Assets per Employee (£)	-	-	1,233	1,094
Pay / Sales (%)	-	-	65.8	68.2

Other Ratios

Exports / Sales (%)	0.0	0.0	15.0	0.6
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League Table Positions

Profitability	Position in subsector
Return on Total Assets	97
Return on Capital	108
Pre-tax Profit Margin	97
Return on Investment	99

Liquidity	Position in subsector
Quick Ratio (Acid Test)	110
Current Ratio	98

Gearing	Position in subsector
Total Debt / Net Worth	89
Equity Gearing	102
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	28
Stocks / Sales	119
Sales / Fixed Assets	36
Asset Utilisation	55

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	40
Pre-tax Profit Growth	-
Total Assets Growth	100
Number of Employees Growth	-
Exports Growth	34

Special Notes

1998 PBT includes 450k exceptional profit on sale of operation (1999 - Nil).

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Mathematical Market Research Ltd

Address WALLINGFORD HOUSE 46 HIGH STREET WALLINGFORD OXON OX10 0DB	Profit & Loss			
Trading Activity Market research consultants.	Date of Accounts	31/03/2000	31/03/1999	31/03/1998
Main SIC Codes 74130		£000s	£000s	£000s
Directors (as at Jun 2001) John G. Morris David M. H. Thomson Stephen R. Green Teresa C. Church	Sales	2,962	2,536	
Company Secretary John G. Morris	Pre-tax Profit	220	170	
Auditors Shaw & Co	Exports	705	380	
Bankers Barclays Bank Plc.	Non-Trading Income	7	4	
Date Incorporated 11/10/1988	Depreciation	48	42	
Registered Number 02304169	Interest Paid	17	24	
Previous Name(s) with date(s) of change Dawdan Ltd, 31/05/1989	Auditors Fees	2	2	
	Directors Emoluments	319	176	
	Employee Pay	947	768	
	Number of Employees	47	43	
	Balance Sheet			
	Date of Accounts	31/03/2000	31/03/1999	31/03/1998
		£000s	£000s	£000s
	Tangible Fixed Assets	443	421	
	Intangible Assets	0	0	0
	Intermediate Assets	0	0	
	<i>Total Fixed Assets</i>	443	421	442
	Stocks	0	0	0
	Trade Debtors	835	762	429
	Other Current Assets	321	238	199
	<i>Total Current Assets</i>	1,156	1,000	628
	Total Assets	1,599	1,421	1,070
	Trade Creditors	53	64	424
	Short-Term Loans	42	36	
	Other Current Liabilities	665	581	
	<i>Total Current Liabilities</i>	760	681	424
	T/Assets - C/Liabilities	839	740	646
	Long-Term Loans	114	190	
	Other L/Term Liabilities	0	0	
	Total Capital & Reserves	725	550	416
	Capital Employed	839	740	646
	Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
	Number of weeks	52	52	52

Mathematical Market Research Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	13.8	12.0	-
Return on Capital (%)	-	26.3	23.0	-
Pre-tax Profit Margin (%)	-	7.5	6.8	-
Return on Investment (%)	-	27.0	25.0	-
Rtn. on Total Capital & Reserves (%)	-	30.4	31.0	-

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.53	1.47	1.49
Current Ratio	-	1.53	1.47	1.49

Gearing Ratios				
Total Debt / Net Worth (%)	-	21.6	41.1	-
Equity Gearing (%)	-	83.0	63.2	63.7
Income Gearing (Interest Cover) (%)	-	7.2	12.4	-

Efficiency Ratios				
Debtor Days Outstanding	-	103	110	-
Working Capital / Sales (%)	-	13.4	12.6	-
Stocks / Sales (%)	-	0.0	0.0	-
Sales / Capital Employed	-	3.6	3.5	-
Sales / Fixed Assets	-	6.7	6.1	-
Creditor Days	-	7	9	-
Asset Utilisation	-	1.86	1.79	-

Employee Performance				
Pay per Employee (£)	-	20,149	17,860	-
Profit per £ of Pay (£)	-	0.24	0.23	-
Profit per Employee (£)	-	4,681	3,953	-
Sales per Employee (£)	-	63,021	58,977	-
Capital Employed per Employee (£)	-	17,851	17,209	-
Fixed Assets per Employee (£)	-	9,426	9,791	-
Pay / Sales (%)	-	32.0	30.3	-

Other Ratios				
Exports / Sales (%)	-	23.9	15.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	57
Return on Capital	70
Pre-tax Profit Margin	51
Return on Investment	56

Liquidity	Position in subsector
Quick Ratio (Acid Test)	28
Current Ratio	33

Gearing	Position in subsector
Total Debt / Net Worth	45
Equity Gearing	23
Income Gearing (Interest Cover)	65

Efficiency	Position in subsector
Debtor Days Outstanding	105
Stocks / Sales	42
Sales / Fixed Assets	106
Asset Utilisation	80

Employee Performance	Position in subsector
Pay per Employee	59
Profit per £ of Pay	39
Sales per Employee	63
Capital Employed per Employee	27
Pay / Sales	40

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	42
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Maxis Research Ltd

Address
THE FORUM
STIRLING RD
CHICHESTER
PO19 2EN

Telephone
01243538011

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Colin N. Maitland
Esme J. Maitland
Sarina Masson

Company Secretary
Geoffrey D. Eaton

Auditors
Pricewaterhousecoopers

Date Incorporated
07/09/1994

Registered Number
02965998

Holding Company
Isis Research PLC

Ultimate Holding Company
Isis Research PLC

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	647	310	288
Pre-tax Profit	84	-2	7
Exports	578	251	
Non-Trading Income	0	0	
Depreciation	6	5	
Interest Paid	0	0	
Auditors Fees	3	3	
Directors Emoluments	86	64	
Employee Pay	159	88	81
Number of Employees	6	5	5

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	8	10	
Intangible Assets	0	0	0
Intermediate Assets	0	0	
<i>Total Fixed Assets</i>	8	10	15
Stocks	0	0	0
Trade Debtors	51	23	8
Other Current Assets	128	35	78
<i>Total Current Assets</i>	179	58	86
Total Assets	187	68	101
Trade Creditors	0	0	0
Short-Term Loans	124	110	
Other Current Liabilities	23	4	
<i>Total Current Liabilities</i>	147	114	141
T/Assets - C/Liabilities	40	-46	-40
Long-Term Loans	0	0	
Other L/Term Liabilities	36	16	
Total Capital & Reserves	4	-62	-61
Capital Employed	40	-46	-40
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	45.0	-2.9	7.0
Return on Capital (%)	-	210.0	^	^
Pre-tax Profit Margin (%)	-	13.0	-0.6	2.5
Return on Investment (%)	-	51.3	-3.1	-
Rtn. on Total Capital & Reserves (%)	-	2,100.0	^	^
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.22	0.51	0.61
Current Ratio	-	1.22	0.51	0.61
Gearing Ratios				
Total Debt / Net Worth (%)	-	3,100.0	^	-
Equity Gearing (%)	-	2.2	-47.6	-37.6
Income Gearing (Interest Cover) (%)	-	0.0	^	-
Efficiency Ratios				
Debtor Days Outstanding	-	29	27	10
Working Capital / Sales (%)	-	5.0	-18.0	-19.0
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	16.2	^	^
Sales / Fixed Assets	-	80.9	31.0	19.2
Creditor Days	-	0	0	0
Asset Utilisation	-	3.46	4.56	2.86
Employee Performance				
Pay per Employee (£)	-	26,500	17,600	16,200
Profit per £ of Pay (£)	-	0.53	-0.02	0.09
Profit per Employee (£)	-	14,000	-400	1,400
Sales per Employee (£)	-	107,833	62,000	57,600
Capital Employed per Employee (£)	-	6,667	-9,200	-8,000
Fixed Assets per Employee (£)	-	1,333	2,000	-
Pay / Sales (%)	-	24.6	28.4	28.2
Other Ratios				
Exports / Sales (%)	-	89.4	81.0	-

League Table Positions

Profitability		Position in subsector
Return on Total Assets		10
Return on Capital		8
Pre-tax Profit Margin		29
Return on Investment		27
Liquidity		Position in subsector
Quick Ratio (Acid Test)		54
Current Ratio		61
Gearing		Position in subsector
Total Debt / Net Worth		96
Equity Gearing		99
Income Gearing (Interest Cover)		28
Efficiency		Position in subsector
Debtor Days Outstanding		11
Stocks / Sales		19
Sales / Fixed Assets		6
Asset Utilisation		19
Employee Performance		Position in subsector
Pay per Employee		42
Profit per £ of Pay		18
Sales per Employee		33
Capital Employed per Employee		53
Pay / Sales		66
Growth		Position in subsector
Sales Growth		12
Pre-tax Profit Growth		5
Total Assets Growth		29
Number of Employees Growth		36
Exports Growth		-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

M B L Group PLC (The)

Address P O Box 17 Camberley GU16 8FW	
Telephone 01276 66171	
Trading Activity A group engaged in market research, marketing consultancy and associated services.	
Main SIC Codes 74130	
Directors (as at Jun 2001) David A. Sinden John Abraham Patrick G. Healy Stuart Campbell Morris William E. Lipner Nigel G. Spackman Ronald B. Winslow	
Company Secretary Ronald B. Winslow	
Auditors Arthur Anderson	
Date Incorporated 26/11/1986	
Registered Number 02077760	
Previous Name(s) with date(s) of change Levelquote PLC, 25/02/1987	
Holding Company Nfo Research Inc.	
Ultimate Holding Company Nfo Worldwide Inc.	
Main UK Subsidiaries with Turnover	(£'000)
Bjm Research & Consultancy Ltd	14,859
Market Behaviour Ltd	2,244
Mktg. Blueprint Ltd	1,468

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	37,238	32,040	32,339
Pre-tax Profit	1,830	2,352	2,871
Exports			
Non-Trading Income	58	123	122
Depreciation	660	536	383
Interest Paid	71	27	44
Auditors Fees	81	60	96
Directors Emoluments	218	33	359
Employee Pay	10,666	9,872	9,054
Number of Employees	1,040	1,050	793

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	1,953	1,630	1,272
Intangible Assets	665	746	771
Intermediate Assets	115	98	0
Total Fixed Assets	2,733	2,474	2,043
Stocks	0	0	0
Trade Debtors	8,646	7,320	6,530
Other Current Assets	6,117	6,807	4,948
Total Current Assets	14,763	14,127	11,478
Total Assets	17,496	16,601	13,521
Trade Creditors	1,838	2,029	1,239
Short-Term Loans	923	135	217
Other Current Liabilities	3,664	4,849	4,278
Total Current Liabilities	6,425	7,013	5,734
T/Assets - C/Liabilities	11,071	9,588	7,787
Long-Term Loans	781	498	283
Other L/Term Liabilities	4,287	3,583	3,348
Total Capital & Reserves	6,003	5,507	4,156
Capital Employed	11,071	9,588	7,787
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52

M B L Group PLC (The)

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	10.5	14.2	21.3
Return on Capital (%)	-	16.6	24.6	36.9
Pre-tax Profit Margin (%)	-	5.0	7.4	8.9
Return on Investment (%)	-	15.9	24.5	36.5
Rtn. on Total Capital & Reserves (%)	-	30.5	42.8	69.1
Liquidity Ratios				
Quick Ratio (Acid Test)	-	2.30	2.02	2.01
Current Ratio	-	2.30	2.02	2.01
Gearing Ratios				
Total Debt / Net Worth (%)	-	32.0	13.3	14.8
Equity Gearing (%)	-	52.3	49.7	44.4
Income Gearing (Interest Cover) (%)	-	3.8	1.2	1.6
Efficiency Ratios				
Debtor Days Outstanding	-	85	83	74
Working Capital / Sales (%)	-	22.4	22.3	17.8
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	3.4	3.4	4.2
Sales / Fixed Assets	-	18.1	18.6	25.5
Creditor Days	-	18	23	14
Asset Utilisation	-	2.13	1.94	2.40
Employee Performance				
Pay per Employee (£)	-	10,256	9,402	11,417
Profit per £ of Pay (£)	-	0.18	0.24	0.32
Profit per Employee (£)	-	1,760	2,240	3,620
Sales per Employee (£)	-	35,806	30,514	40,781
Capital Employed per Employee (£)	-	10,645	9,131	9,820
Fixed Assets per Employee (£)	-	1,878	1,552	1,604
Pay / Sales (%)	-	28.7	30.9	28.0
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	68
Return on Capital	86
Pre-tax Profit Margin	66
Return on Investment	75
Liquidity	Position in subsector
Quick Ratio (Acid Test)	8
Current Ratio	9
Gearing	Position in subsector
Total Debt / Net Worth	51
Equity Gearing	49
Income Gearing (Interest Cover)	54
Efficiency	Position in subsector
Debtor Days Outstanding	88
Stocks / Sales	17
Sales / Fixed Assets	63
Asset Utilisation	69
Employee Performance	Position in subsector
Pay per Employee	80
Profit per £ of Pay	47
Sales per Employee	74
Capital Employed per Employee	42
Pay / Sales	51
Growth	Position in subsector
Sales Growth	69
Pre-tax Profit Growth	58
Total Assets Growth	53
Number of Employees Growth	26
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Medicare Audits Ltd

Address
CORNFORTH DRIVE
SITTINGBOURNE RESEARCH CENTRE
SITTINGBOURNE
KENT
ME9 8PX

Telephone
01795479208

Fax
01795476951

Trading Activity
The provision of market research,
specialising in the field of hospital
pharmaceuticals, equipment and allied
subjects.

Main SIC Codes
74130

Directors (as at Jun 2001)
Gilles Pajot
Kevin C. Knightly
Paul Johnson

Company Secretary
Patricia J. Knox

Auditors
Kpmg

Date Incorporated
20/08/1985

Registered Number
01940583

Ultimate Holding Company
Ims Helath Inc.

Main UK Subsidiaries with Turnover (£'000)
Medicare Research Ltd

Profit & Loss

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Sales	8,129	7,089	6,264
Pre-tax Profit	1,616	1,603	1,842
Exports	1,882	1,197	1,035
Non-Trading Income	-28	-59	-31
Depreciation	361	333	138
Interest Paid	36	70	37
Auditors Fees	15	13	12
Directors Emoluments	183	167	166
Employee Pay	3,066	2,635	1,975
Number of Employees	160	160	131

Balance Sheet

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Tangible Fixed Assets	1,104	1,224	1,233
Intangible Assets	2,613	1,829	700
Intermediate Assets	0	0	0
Total Fixed Assets	3,717	3,053	1,933
Stocks	389	176	193
Trade Debtors	1,324	1,883	864
Other Current Assets	1,319	1,300	2,193
Total Current Assets	3,032	3,359	3,250
Total Assets	6,749	6,412	5,183
Trade Creditors	324	127	202
Short-Term Loans	153	135	126
Other Current Liabilities	2,207	2,968	2,316
Total Current Liabilities	2,684	3,230	2,644
T/Assets - C/Liabilities	4,065	3,182	2,539
Long-Term Loans	6	159	285
Other L/Term Liabilities	320	125	0
Total Capital & Reserves	3,739	2,898	2,254
Capital Employed	4,065	3,182	2,539
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	24.0	25.0	35.6
Return on Capital (%)	-	39.8	50.4	72.6
Pre-tax Profit Margin (%)	-	19.9	22.7	29.5
Return on Investment (%)	-	39.2	50.5	70.6
Rtn. on Total Capital & Reserves (%)	-	43.3	55.4	81.8
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.99	0.99	1.16
Current Ratio	-	1.13	1.04	1.23
Gearing Ratios				
Total Debt / Net Worth (%)	-	14.2	27.6	26.5
Equity Gearing (%)	-	124.3	82.5	77.0
Income Gearing (Interest Cover) (%)	-	2.2	4.2	2.0
Efficiency Ratios				
Debtor Days Outstanding	-	59	97	50
Working Capital / Sales (%)	-	4.3	1.9	9.7
Stocks / Sales (%)	-	4.8	2.5	3.1
Sales / Capital Employed	-	2.0	2.3	2.5
Sales / Fixed Assets	-	7.4	5.8	5.1
Creditor Days	-	15	7	12
Asset Utilisation	-	1.21	1.11	1.21
Employee Performance				
Pay per Employee (£)	-	19,163	16,469	15,076
Profit per £ of Pay (£)	-	0.53	0.61	0.94
Profit per Employee (£)	-	10,100	10,019	14,061
Sales per Employee (£)	-	50,806	44,306	47,817
Capital Employed per Employee (£)	-	25,406	19,888	19,382
Fixed Assets per Employee (£)	-	6,900	7,650	9,412
Pay / Sales (%)	-	37.8	37.2	31.6
Other Ratios				
Exports / Sales (%)	-	23.2	16.9	16.6

League Table Positions

Profitability	Position in subsector
Return on Total Assets	30
Return on Capital	55
Pre-tax Profit Margin	10
Return on Investment	39
Liquidity	Position in subsector
Quick Ratio (Acid Test)	84
Current Ratio	70
Gearing	Position in subsector
Total Debt / Net Worth	40
Equity Gearing	10
Income Gearing (Interest Cover)	48
Efficiency	Position in subsector
Debtor Days Outstanding	42
Stocks / Sales	95
Sales / Fixed Assets	101
Asset Utilisation	111
Employee Performance	Position in subsector
Pay per Employee	63
Profit per £ of Pay	17
Sales per Employee	70
Capital Employed per Employee	19
Pay / Sales	22
Growth	Position in subsector
Sales Growth	49
Pre-tax Profit Growth	50
Total Assets Growth	54
Number of Employees Growth	34
Exports Growth	7

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Millward Brown International Ltd

Address OLYMPUS AVENUE TACHBROOK PARK WARWICK WARWICKSHIRE CV34 6RJ	Profit & Loss				
	Date of Accounts	31/12/2000 £000s	* year analysed in League Tables		
			31/12/1999 £000s	31/12/1998 £000s	31/12/1997 £000s
			Sales 64,511	55,621	47,910
			Pre-tax Profit 10,964	7,068	6,146
Telephone 01926452233	Exports	14,327	15,478	14,161	17,045
		Non-Trading Income 1,694	1,172	1,079	1,098
		Depreciation 943	1,071	908	873
		Interest Paid 0	0	0	0
	Auditors Fees		39	38	30
Fax 01926833600	Directors Emoluments		164	226	510
	Employee Pay		24,031	22,952	22,479
	Number of Employees		2,539	2,643	2,560
Trading Activity Market research agents.					
Main SIC Codes 74130					
Directors (as at Jun 2001) Andrea Bielli Michael L. Gettle Susan M. C. Gardiner Eileen Campbell Nigel S. Hollis Robert D. Meyers Martin S. Sorrell					
Company Secretary Sharon L. Potter					
Auditors Arthur Andersen					
Bankers Midland Bank Plc.					
Date Incorporated 21/05/1985					
Registered Number 01915514					
Previous Name(s) with date(s) of change Millward Brown International PLC, 20/03/2001 Millward Brown PLC, 30/04/1990 Intercede 273 Ltd, 26/09/1985					
Holding Company Wpp Gp. Hldgs. Ltd					
Ultimate Holding Company Wpp Gp. Plc.					
Main UK Subsidiaries with Turnover (£'000) Millward Brown UK Ltd	Type of Accounts	31/12/2000 Unconsolidated	31/12/1999 Unconsolidated	31/12/1998 Unconsolidated	31/12/1997 Unconsolidated
		52	52	52	52

* The Company’s accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Millward Brown International Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	22.4	26.2	26.3	25.5
Return on Capital (%)	53.3	66.5	63.6	75.8
Pre-tax Profit Margin (%)	17.0	14.7	12.8	12.9
Return on Investment (%)	42.0	61.1	57.9	65.3
Rtn. on Total Capital & Reserves (%)	53.3	66.5	63.6	75.8
Liquidity Ratios				
Quick Ratio (Acid Test)	1.57	1.43	1.45	1.29
Current Ratio	1.61	1.50	1.50	1.31
Gearing Ratios				
Total Debt / Net Worth (%)	26.9	8.8	9.9	16.3
Equity Gearing (%)	72.6	65.1	70.6	50.6
Income Gearing (Interest Cover) (%)	0.0	0.0	0.0	0.0
Efficiency Ratios				
Debtor Days Outstanding	32	35	47	52
Working Capital / Sales (%)	26.8	16.8	14.2	10.2
Stocks / Sales (%)	1.9	2.3	1.6	0.7
Sales / Capital Employed	3.2	4.6	5.0	6.0
Sales / Fixed Assets	19.5	18.7	17.1	14.9
Creditor Days	14	17	17	24
Asset Utilisation	1.32	1.79	2.07	1.99
Employee Performance				
Pay per Employee (£)	9,465	8,684	8,781	8,250
Profit per £ of Pay (£)	0.46	0.38	0.32	0.32
Profit per Employee (£)	4,318	3,240	2,761	2,622
Sales per Employee (£)	25,408	22,095	21,727	20,439
Capital Employed per Employee (£)	8,112	4,878	4,347	3,459
Fixed Assets per Employee (£)	983	874	953	1,026
Pay / Sales (%)	37.3	39.4	40.5	40.4
Other Ratios				
Exports / Sales (%)	22.3	26.6	25.5	35.6

League Table Positions

Profitability	Position in subsector
Return on Total Assets	26
Return on Capital	36
Pre-tax Profit Margin	21
Return on Investment	20
Liquidity	Position in subsector
Quick Ratio (Acid Test)	38
Current Ratio	37
Gearing	Position in subsector
Total Debt / Net Worth	35
Equity Gearing	39
Income Gearing (Interest Cover)	6
Efficiency	Position in subsector
Debtor Days Outstanding	14
Stocks / Sales	81
Sales / Fixed Assets	60
Asset Utilisation	85
Employee Performance	Position in subsector
Pay per Employee	82
Profit per £ of Pay	31
Sales per Employee	82
Capital Employed per Employee	60
Pay / Sales	19
Growth	Position in subsector
Sales Growth	59
Pre-tax Profit Growth	30
Total Assets Growth	48
Number of Employees Growth	45
Exports Growth	21

Special Notes

On 1.9.00 acquired the trade of Intelliquest Ltd.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

Company Profiles

Millward Brown Precis Ltd

Address BROADWALL HOUSE 21 BROADWALL LONDON SE1 9PL
Telephone 02076540700
Fax 02079289040
Trading Activity The provision of media analysis services to industry.
Main SIC Codes 74130
Directors (as at Jun 2001) Fergus P. H. Hampton Jean E. A. Calas-Hathaway Pauline S. Draper Alan P. Greaves Sharon L. Potter
Company Secretary Jean E. A. Calas Hathaway
Auditors Arthur Andersen
Date Incorporated 21/06/1993
Registered Number 02828554
Previous Name(s) with date(s) of change Computerised Media Services Ltd, 29/12/1999
Ultimate Holding Company Wpp Gp. (UK) Ltd

Profit & Loss

Date of Accounts	31/12/1999 £000s	30/09/1998 £000s	30/09/1997 £000s
Sales	2,326	1,162	
Pre-tax Profit	217	118	
Exports	939	454	
Non-Trading Income	1	2	
Depreciation	35	16	
Interest Paid			
Auditors Fees	5	2	
Directors Emoluments	321	210	
Employee Pay	788	366	
Number of Employees	24	16	

Balance Sheet

Date of Accounts	31/12/1999 £000s	30/09/1998 £000s	30/09/1997 £000s
Tangible Fixed Assets	63	21	
Intangible Assets	0	0	0
Intermediate Assets	0	0	
<i>Total Fixed Assets</i>	63	21	12
Stocks	0	0	0
Trade Debtors	479	274	188
Other Current Assets	168	136	111
<i>Total Current Assets</i>	647	410	299
Total Assets	710	431	311
Trade Creditors	49	95	70
Short-Term Loans	98	0	
Other Current Liabilities	179	114	
<i>Total Current Liabilities</i>	326	209	166
T/Assets - C/Liabilities	384	222	145
Long-Term Loans	9	0	
Other L/Term Liabilities	0	0	
Total Capital & Reserves	375	222	145
Capital Employed	384	222	145
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	65	52	52

Millward Brown PreciS Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	24.5	27.4	-
Return on Capital (%)	-	45.3	53.2	-
Pre-tax Profit Margin (%)	-	9.4	10.2	-
Return on Investment (%)	-	-	-	-
Rtn. on Total Capital & Reserves (%)	-	46.3	53.2	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.99	1.97	1.81
Current Ratio	-	1.99	1.97	1.81
Gearing Ratios				
Total Debt / Net Worth (%)	-	28.6	0.0	-
Equity Gearing (%)	-	112.0	106.3	87.4
Income Gearing (Interest Cover) (%)	-	-	-	-
Efficiency Ratios				
Debtor Days Outstanding	-	94	86	-
Working Capital / Sales (%)	-	17.3	17.3	-
Stocks / Sales (%)	-	0.0	0.0	-
Sales / Capital Employed	-	4.9	5.3	-
Sales / Fixed Assets	-	29.6	55.4	-
Creditor Days	-	10	30	-
Asset Utilisation	-	2.63	2.70	-
Employee Performance				
Pay per Employee (£)	-	26,267	22,875	-
Profit per £ of Pay (£)	-	0.28	0.33	-
Profit per Employee (£)	-	7,233	7,375	-
Sales per Employee (£)	-	77,533	72,625	-
Capital Employed per Employee (£)	-	16,000	13,875	-
Fixed Assets per Employee (£)	-	2,625	1,313	-
Pay / Sales (%)	-	33.9	31.5	-
Other Ratios				
Exports / Sales (%)	-	40.4	39.1	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	29
Return on Capital	50
Pre-tax Profit Margin	40
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	11
Current Ratio	12

Gearing	Position in subsector
Total Debt / Net Worth	50
Equity Gearing	14
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	99
Stocks / Sales	43
Sales / Fixed Assets	41
Asset Utilisation	44

Employee Performance	Position in subsector
Pay per Employee	43
Profit per £ of Pay	35
Sales per Employee	50
Capital Employed per Employee	30
Pay / Sales	36

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	21
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

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This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Mintel International Group Ltd

3-152 *See sections 6 & 7 for Analysis Notes and Definitions* The Prospect Shop Ltd

Mintel International Group Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	17.1	15.2	11.3
Return on Capital (%)	-	108.0	113.0	77.0
Pre-tax Profit Margin (%)	-	13.7	9.9	6.5
Return on Investment (%)	-	108.0	113.0	77.0
Rtn. on Total Capital & Reserves (%)	-	108.0	113.0	77.0
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.12	0.99	0.95
Current Ratio	-	1.13	1.01	0.98
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.0	0.0
Equity Gearing (%)	-	18.8	15.6	17.1
Income Gearing (Interest Cover) (%)	-	0.0	0.0	0.0
Efficiency Ratios				
Debtor Days Outstanding	-	83	72	67
Working Capital / Sales (%)	-	8.7	0.4	-1.1
Stocks / Sales (%)	-	0.9	1.0	1.5
Sales / Capital Employed	-	7.9	11.5	12.0
Sales / Fixed Assets	-	30.3	12.0	10.6
Creditor Days	-	13	10	19
Asset Utilisation	-	1.25	1.55	1.74
Employee Performance				
Pay per Employee (£)	-	20,061	20,804	24,024
Profit per £ of Pay (£)	-	0.54	0.35	0.21
Profit per Employee (£)	-	10,809	7,108	4,821
Sales per Employee (£)	-	78,939	72,275	74,810
Capital Employed per Employee (£)	-	10,009	6,294	6,262
Fixed Assets per Employee (£)	-	2,070	1,775	2,667
Pay / Sales (%)	-	25.5	28.8	32.2
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	48
Return on Capital	16
Pre-tax Profit Margin	24
Return on Investment	9
Liquidity	Position in subsector
Quick Ratio (Acid Test)	65
Current Ratio	71
Gearing	Position in subsector
Total Debt / Net Worth	6
Equity Gearing	78
Income Gearing (Interest Cover)	7
Efficiency	Position in subsector
Debtor Days Outstanding	84
Stocks / Sales	65
Sales / Fixed Assets	40
Asset Utilisation	109
Employee Performance	Position in subsector
Pay per Employee	60
Profit per £ of Pay	16
Sales per Employee	46
Capital Employed per Employee	45
Pay / Sales	63
Growth	Position in subsector
Sales Growth	38
Pre-tax Profit Growth	15
Total Assets Growth	25
Number of Employees Growth	25
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Mobile Sensory Testing Services Ltd

Address
54-62 STATION ROAD EAST
OXTED
SURREY
RH8 0PG

Telephone
01883713830

Fax
01883716983

Trading Activity
The provision of sensory testing and market research services.

Main SIC Codes
74300

Directors (as at Jun 2001)
Audrey R. A. Bell
Cherry A. Macleod
Donald H. Elgie
Timothy B. Alderson
David M. Qunton-Rose
Paul R. Harrison
Vivien S. Wilton

Company Secretary
Timothy B. Alderson

Bankers
Lloyds Bank Plc.

Date Incorporated
15/03/1982

Registered Number
01622061

Profit & Loss

Date of Accounts	* year analysed in League Tables		
	31/08/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales		2,019	1,983
Pre-tax Profit		176	279
Exports		707	633
Non-Trading Income		0	0
Depreciation		30	39
Interest Paid		29	26
Auditors Fees		2	2
Directors Emoluments		89	78
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts			
	31/08/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets		80	97
Intangible Assets	0	0	0
Intermediate Assets		0	0
<i>Total Fixed Assets</i>	91	80	97
Stocks	1	10	32
Trade Debtors	263	289	373
Other Current Assets	216	66	88
<i>Total Current Assets</i>	480	365	493
Total Assets	571	445	590
Trade Creditors	24	36	74
Short-Term Loans		119	326
Other Current Liabilities		204	191
<i>Total Current Liabilities</i>	424	359	591
T/Assets - C/Liabilities	147	86	-1
Long-Term Loans		18	24
Other L/Term Liabilities		0	0
Total Capital & Reserves	129	68	-25
Capital Employed	147	86	-1
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

* The Company’s accounts for are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Mobile Sensory Testing Services Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-	39.6	47.3
Return on Capital (%)	-	-	204.7	^
Pre-tax Profit Margin (%)	-	-	8.8	14.1
Return on Investment (%)	-	-	100.0	93.9
Rtn. on Total Capital & Reserves (%)	-	-	258.9	^

Liquidity Ratios				
Quick Ratio (Acid Test)	1.13	-	0.99	0.79
Current Ratio	1.14	-	1.02	0.84

Gearing Ratios				
Total Debt / Net Worth (%)	-	-	201.5	^
Equity Gearing (%)	29.2	-	18.1	-4.0
Income Gearing (Interest Cover) (%)	-	-	14.2	8.6

Efficiency Ratios				
Debtor Days Outstanding	-	-	52	69
Working Capital / Sales (%)	-	-	0.3	-4.9
Stocks / Sales (%)	-	-	0.5	1.7
Sales / Capital Employed	-	-	23.5	^
Sales / Fixed Assets	-	-	25.3	20.5
Creditor Days	-	-	7	14
Asset Utilisation	-	-	4.54	3.37

Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-

Other Ratios				
Exports / Sales (%)	-	-	35.1	32.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	-
Return on Capital	-
Pre-tax Profit Margin	-
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	-
Current Ratio	-

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	-
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	-
Stocks / Sales	-
Sales / Fixed Assets	-
Asset Utilisation	-

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Morpace International Ltd.

Address
HOLLYWOOD HOUSE
CHURCH STREET EAST
WOKING
SURREY
GU21 1HJ

Telephone
01483737000

Fax
01483737049

Trading Activity
Market research.

Main SIC Codes
74130

Directors (as at Jun 2001)
Carl T. Muma
Francis J. Ward
Michael Nagle
Stephen Connell
Susan D. Fox

Company Secretary
Stephen Connell

Auditors
Grant Thornton

Bankers
National Westminster Bank Plc.

Date Incorporated
19/12/1996

Registered Number
03294574

Previous Name(s) with date(s) of change
M.O.R.-Pace Ltd, 12/06/1998
Createlogic Ltd, 30/01/1997

Holding Company
M.O.R. Pace International Inc.

Ultimate Holding Company
Morpace Intl. Inc.

Main UK Subsidiaries with Turnover (£'000)
Warner Fox Assocts. Ltd

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	3,646	3,196	862
Pre-tax Profit	-194	17	-112
Exports			
Non-Trading Income	-3	0	1
Depreciation	173	97	27
Interest Paid	90	50	2
Auditors Fees	16	16	7
Directors Emoluments	317	335	184
Employee Pay	1,330	870	227
Number of Employees	81	62	6

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	372	396	186
Intangible Assets	10	0	0
Intermediate Assets	0	0	0
<i>Total Fixed Assets</i>	382	396	186
Stocks	171	85	98
Trade Debtors	782	669	302
Other Current Assets	118	222	127
<i>Total Current Assets</i>	1,071	976	527
Total Assets	1,453	1,372	713
Trade Creditors	213	595	260
Short-Term Loans	1,021	407	239
Other Current Liabilities	383	325	176
<i>Total Current Liabilities</i>	1,617	1,327	675
T/Assets - C/Liabilities	-164	45	38
Long-Term Loans	296	311	314
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	-460	-266	-276
Capital Employed	-164	45	38
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	54

Morpace International Ltd.

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-13.3	1.3	-15.1
Return on Capital (%)	-	^	37.8	-283.8
Pre-tax Profit Margin (%)	-	-5.3	0.6	-12.9
Return on Investment (%)	-	-12.1	14.9	-38.2
Rtn. on Total Capital & Reserves (%)	-	^	^	^

Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.56	0.68	0.64
Current Ratio	-	0.67	0.74	0.79

Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	^
Equity Gearing (%)	-	-24.0	-16.2	-27.9
Income Gearing (Interest Cover) (%)	-	^	74.7	^

Efficiency Ratios				
Debtor Days Outstanding	-	78	76	133
Working Capital / Sales (%)	-	-14.9	-10.9	-17.8
Stocks / Sales (%)	-	4.7	2.7	11.9
Sales / Capital Employed	-	^	71.1	21.9
Sales / Fixed Assets	-	9.9	8.1	4.5
Creditor Days	-	21	68	114
Asset Utilisation	-	2.51	2.33	1.17

Employee Performance				
Pay per Employee (£)	-	16,420	14,032	36,432
Profit per £ of Pay (£)	-	-0.14	0.02	-0.49
Profit per Employee (£)	-	-2,395	274	-17,975
Sales per Employee (£)	-	45,012	51,548	138,346
Capital Employed per Employee (£)	-	-2,025	726	6,333
Fixed Assets per Employee (£)	-	4,593	6,387	31,000
Pay / Sales (%)	-	36.5	27.3	26.4

Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	109
Return on Capital	-
Pre-tax Profit Margin	108
Return on Investment	97

Liquidity	Position in subsector
Quick Ratio (Acid Test)	111
Current Ratio	112

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	113
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	78
Stocks / Sales	94
Sales / Fixed Assets	93
Asset Utilisation	50

Employee Performance	Position in subsector
Pay per Employee	71
Profit per £ of Pay	81
Sales per Employee	71
Capital Employed per Employee	83
Pay / Sales	30

Growth	Position in subsector
Sales Growth	6
Pre-tax Profit Growth	-
Total Assets Growth	24
Number of Employees Growth	2
Exports Growth	-

Special Notes

1999 PBT includes 1.752m admin expenses (1998 = 1.134m).
On 8.12.97 acquired Warner Fox Associates Ltd.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

M X Promotions Ltd

Address

170 PARK ROAD
PETERBOROUGH
PE1 2UF

Trading Activity

Marketing consultants.

Main SIC Codes

74130

Directors (as at Jun 2001)

Linda J. Thomas
Stephen Thomas

Company Secretary

Linda J. Thomas

Auditors

Andrews & Co

Bankers

Midland Bank Plc.

Date Incorporated

27/03/1996

Registered Number

03178396

Previous Name(s) with date(s) of change

Going For The One Ltd, 02/11/1999

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998
	£000s	£000s
Sales	903	475
Pre-tax Profit	67	27
Exports	0	0
Non-Trading Income	0	0
Depreciation	8	6
Interest Paid		
Auditors Fees	4	3
Directors Emoluments	77	44
Employee Pay		
Number of Employees		

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998
	£000s	£000s
Tangible Fixed Assets	14	12
Intangible Assets	0	0
Intermediate Assets	0	0
<i>Total Fixed Assets</i>	14	12
Stocks	35	22
Trade Debtors	266	106
Other Current Assets	48	72
<i>Total Current Assets</i>	349	200
Total Assets	363	212
Trade Creditors	139	107
Short-Term Loans	31	0
Other Current Liabilities	180	84
<i>Total Current Liabilities</i>	350	191
T/Assets - C/Liabilities	13	21
Long-Term Loans	0	0
Other L/Term Liabilities	0	0
Total Capital & Reserves	13	21
Capital Employed	13	21
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52

M X Promotions Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	18.5	12.8	-
Return on Capital (%)	-	515.4	128.6	-
Pre-tax Profit Margin (%)	-	7.5	5.7	-
Return on Investment (%)	-	-	-	-
Rtn. on Total Capital & Reserves (%)	-	515.4	128.6	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.90	0.94	-
Current Ratio	-	1.00	1.05	-
Gearing Ratios				
Total Debt / Net Worth (%)	-	238.5	0.0	-
Equity Gearing (%)	-	3.8	11.0	-
Income Gearing (Interest Cover) (%)	-	-	-	-
Efficiency Ratios				
Debtor Days Outstanding	-	108	81	-
Working Capital / Sales (%)	-	-0.1	1.9	-
Stocks / Sales (%)	-	3.9	4.7	-
Sales / Capital Employed	-	69.5	22.7	-
Sales / Fixed Assets	-	64.6	39.6	-
Creditor Days	-	56	82	-
Asset Utilisation	-	2.49	2.25	-
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	0.0	0.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	44
Return on Capital	5
Pre-tax Profit Margin	52
Return on Investment	-
Liquidity	Position in subsector
Quick Ratio (Acid Test)	90
Current Ratio	90
Gearing	Position in subsector
Total Debt / Net Worth	78
Equity Gearing	97
Income Gearing (Interest Cover)	-
Efficiency	Position in subsector
Debtor Days Outstanding	107
Stocks / Sales	90
Sales / Fixed Assets	12
Asset Utilisation	51
Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-
Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Netpoll Ltd

Address
9-12 LONG LANE
LONDON
EC1A 9HA
Trading Activity
The provision of market research via the internet.
Main SIC Codes
74130
Directors (as at Jun 2001)
Charles S. J. Owen
Michael V. Bloxham
Nigel Foote
Robert D. Norman
Simon C. H. Watson
Simon T. B. Grice

Company Secretary
Simon C. H. Watson

Auditors
Pricewaterhousecoopers

Bankers
National Westminster Bank Plc.

Date Incorporated
20/05/1993

Registered Number
02820127

Previous Name(s) with date(s) of change
The Direct Sponsorship Co. Ltd., 25/09/1997

Ultimate Holding Company
The Bloxham Gp. (Hldgs.) Ltd

Profit & Loss

Date of Accounts	31/05/2000	31/05/1999	31/05/1998
	£000s	£000s	£000s
Sales	806	386	20
Pre-tax Profit	-428	-105	7
Exports			
Non-Trading Income	0	0	
Depreciation	22	3	
Interest Paid	6	0	
Auditors Fees	3	0	
Directors Emoluments	238	3	
Employee Pay	247	119	2
Number of Employees	23	6	3

Balance Sheet

Date of Accounts	31/05/2000	31/05/1999	31/05/1998
	£000s	£000s	£000s
Tangible Fixed Assets	78	9	
Intangible Assets	0	0	0
Intermediate Assets	0	0	
Total Fixed Assets	78	9	5
Stocks	0	0	0
Trade Debtors	202	218	8
Other Current Assets	27	7	0
Total Current Assets	229	225	8
Total Assets	307	234	13
Trade Creditors	189	203	8
Short-Term Loans	24	0	
Other Current Liabilities	371	131	
Total Current Liabilities	584	334	8
T/Assets - C/Liabilities	-277	-100	5
Long-Term Loans	251	0	
Other L/Term Liabilities	0	0	
Total Capital & Reserves	-528	-100	5
Capital Employed	-277	-100	5
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-139.4	-44.8	53.9
Return on Capital (%)	-	^	^	140.0
Pre-tax Profit Margin (%)	-	-53.1	-27.2	35.0
Return on Investment (%)	-	^	^	-
Rtn. on Total Capital & Reserves (%)	-	^	^	140.0

Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.40	0.68	1.00
Current Ratio	-	0.40	0.68	1.00

Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	-
Equity Gearing (%)	-	-63.2	-29.9	62.6
Income Gearing (Interest Cover) (%)	-	^	^	-

Efficiency Ratios				
Debtor Days Outstanding	-	91	206	146
Working Capital / Sales (%)	-	-44.0	-28.2	0.0
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	^	^	4.0
Sales / Fixed Assets	-	10.4	42.9	4.0
Creditor Days	-	86	192	146
Asset Utilisation	-	2.63	1.65	1.54

Employee Performance				
Pay per Employee (£)	-	10,739	19,833	667
Profit per £ of Pay (£)	-	-1.73	-0.88	3.50
Profit per Employee (£)	-	-18,609	-17,500	2,333
Sales per Employee (£)	-	35,043	64,333	6,667
Capital Employed per Employee (£)	-	-12,043	-16,667	1,667
Fixed Assets per Employee (£)	-	3,391	1,500	-
Pay / Sales (%)	-	30.7	30.9	10.0

Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	120
Return on Capital	-
Pre-tax Profit Margin	120
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	118
Current Ratio	118

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	117
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	98
Stocks / Sales	20
Sales / Fixed Assets	90
Asset Utilisation	45

Employee Performance	Position in subsector
Pay per Employee	79
Profit per £ of Pay	90
Sales per Employee	75
Capital Employed per Employee	87
Pay / Sales	45

Growth	Position in subsector
Sales Growth	2
Pre-tax Profit Growth	-
Total Assets Growth	1
Number of Employees Growth	3
Exports Growth	-

Special Notes

2000 PBT includes 713k administrative expenses (1999 = 230k)

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

Company Profiles

Network Research & Marketing Ltd

Address
GORDON HOUSE
10 GREENCOAT PLACE
LONDON
SW1P 1PM

Telephone
02072339933

Fax
02072339955

Trading Activity
Market researchers.

Main SIC Codes
74130

Directors (as at Jun 2001)
Andrew L. Smith
Derek Q. Mesure
Eamonn Santry
Petra H. M. Van Der Heijden
Virginia E. Monk
Paul Szwarc

Company Secretary
Eamonn Santry

Auditors
Bdo Stoy Hayward

Date Incorporated
28/02/1992

Registered Number
02692105

Previous Name(s) with date(s) of change
Snowlight Ltd, 28/07/1992

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	2,026	2,121	2,672
Pre-tax Profit	108	119	128
Exports	227	485	444
Non-Trading Income	7	5	3
Depreciation	87	111	111
Interest Paid	0	1	0
Auditors Fees	8	6	6
Directors Emoluments	287	323	396
Employee Pay	1,057	1,056	1,403
Number of Employees	158	108	145

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	169	118	204
Intangible Assets	0	0	0
Intermediate Assets	19	0	0
Total Fixed Assets	188	118	204
Stocks	191	62	108
Trade Debtors	392	108	367
Other Current Assets	208	505	461
Total Current Assets	791	675	936
Total Assets	979	793	1,140
Trade Creditors	39	21	125
Short-Term Loans	0	0	4
Other Current Liabilities	382	300	625
Total Current Liabilities	421	321	754
T/Assets - C/Liabilities	558	472	386
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	558	472	386
Capital Employed	558	472	386
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Network Research & Marketing Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	11.1	15.1	11.3
Return on Capital (%)	-	19.4	25.3	33.2
Pre-tax Profit Margin (%)	-	5.4	5.7	4.8
Return on Investment (%)	-	19.4	25.5	32.9
Rtn. on Total Capital & Reserves (%)	-	19.4	25.3	33.2

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.43	1.91	1.10
Current Ratio	-	1.88	2.11	1.25

Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.0	1.1
Equity Gearing (%)	-	132.6	147.1	51.2
Income Gearing (Interest Cover) (%)	-	0.0	0.9	0.0

Efficiency Ratios				
Debtor Days Outstanding	-	71	19	50
Working Capital / Sales (%)	-	18.3	16.7	6.9
Stocks / Sales (%)	-	9.5	3.0	4.1
Sales / Capital Employed	-	3.7	4.5	7.0
Sales / Fixed Assets	-	10.8	18.0	13.1
Creditor Days	-	7	4	17
Asset Utilisation	-	2.07	2.68	2.35

Employee Performance				
Pay per Employee (£)	-	6,690	9,778	9,676
Profit per £ of Pay (£)	-	0.11	0.12	0.10
Profit per Employee (£)	-	684	1,102	883
Sales per Employee (£)	-	12,823	19,639	18,428
Capital Employed per Employee (£)	-	3,532	4,370	2,662
Fixed Assets per Employee (£)	-	1,070	1,093	1,407
Pay / Sales (%)	-	52.2	49.8	52.6

Other Ratios				
Exports / Sales (%)	-	11.3	22.9	16.7

League Table Positions

Profitability	Position in subsector
Return on Total Assets	65
Return on Capital	80
Pre-tax Profit Margin	62
Return on Investment	69

Liquidity	Position in subsector
Quick Ratio (Acid Test)	37
Current Ratio	17

Gearing	Position in subsector
Total Debt / Net Worth	9
Equity Gearing	7
Income Gearing (Interest Cover)	23

Efficiency	Position in subsector
Debtor Days Outstanding	65
Stocks / Sales	112
Sales / Fixed Assets	87
Asset Utilisation	72

Employee Performance	Position in subsector
Pay per Employee	85
Profit per £ of Pay	58
Sales per Employee	86
Capital Employed per Employee	69
Pay / Sales	4

Growth	Position in subsector
Sales Growth	98
Pre-tax Profit Growth	53
Total Assets Growth	94
Number of Employees Growth	51
Exports Growth	28

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Nion Ltd

Address
MOUNTBARROW HOUSE
12 ELIZABETH STREET
LONDON
SW1W 9RB

Trading Activity
The provision of market consultancy and services, including analytical programming skills and facilities. Trading as 'Results R Us'. Commenced trading 1.9.98.

Main SIC Codes
74130

Directors (as at Jun 2001)
Jonathan M. Epstein
Lesley Ancliff
Paul Wilson

Company Secretary
Lesley Ancliff

Auditors
Kpmg Audit Plc

Date Incorporated
21/08/1998

Registered Number
03619542

Previous Name(s) with date(s) of change
Promore Consulting Ltd, 14/09/1998

Holding Company
Dudley Jenkins Gp. PLC

Ultimate Holding Company
Wegener Nv

Profit & Loss

Date of Accounts	31/12/1999	30/04/1999
	£000s	£000s
Sales	716	506
Pre-tax Profit	213	174
Exports	140	0
Non-Trading Income	0	0
Depreciation	14	8
Interest Paid		
Auditors Fees	3	3
Directors Emoluments	55	65
Employee Pay	316	208
Number of Employees	16	10

Balance Sheet

Date of Accounts	31/12/1999	30/04/1999
	£000s	£000s
Tangible Fixed Assets	77	57
Intangible Assets	0	0
Intermediate Assets	0	0
<i>Total Fixed Assets</i>	<i>77</i>	<i>57</i>
Stocks	0	0
Trade Debtors	259	107
Other Current Assets	203	216
<i>Total Current Assets</i>	<i>462</i>	<i>323</i>
Total Assets	539	380
Trade Creditors	1	0
Short-Term Loans	0	60
Other Current Liabilities	172	174
<i>Total Current Liabilities</i>	<i>173</i>	<i>234</i>
T/Assets - C/Liabilities	366	146
Long-Term Loans	0	0
Other L/Term Liabilities	2	2
Total Capital & Reserves	364	144
Capital Employed	366	146
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	35	35

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	58.8	68.1	-
Return on Capital (%)	-	86.5	177.1	-
Pre-tax Profit Margin (%)	-	29.8	34.4	-
Return on Investment (%)	-	-	-	-
Rtn. on Total Capital & Reserves (%)	-	87.0	179.6	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	2.68	1.39	-
Current Ratio	-	2.68	1.39	-
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	41.7	-
Equity Gearing (%)	-	208.0	61.1	-
Income Gearing (Interest Cover) (%)	-	-	-	-
Efficiency Ratios				
Debtor Days Outstanding	-	89	52	-
Working Capital / Sales (%)	-	27.2	11.9	-
Stocks / Sales (%)	-	0.0	0.0	-
Sales / Capital Employed	-	3.0	5.2	-
Sales / Fixed Assets	-	13.9	13.2	-
Creditor Days	-	0	0	-
Asset Utilisation	-	1.98	1.98	-
Employee Performance				
Pay per Employee (£)	-	29,343	30,903	-
Profit per £ of Pay (£)	-	0.68	0.84	-
Profit per Employee (£)	-	19,779	25,851	-
Sales per Employee (£)	-	66,486	75,177	-
Capital Employed per Employee (£)	-	22,875	14,600	-
Fixed Assets per Employee (£)	-	4,813	5,700	-
Pay / Sales (%)	-	44.2	41.2	-
Other Ratios				
Exports / Sales (%)	-	19.6	0.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	8
Return on Capital	25
Pre-tax Profit Margin	4
Return on Investment	-
Liquidity	Position in subsector
Quick Ratio (Acid Test)	5
Current Ratio	5
Gearing	Position in subsector
Total Debt / Net Worth	16
Equity Gearing	4
Income Gearing (Interest Cover)	-
Efficiency	Position in subsector
Debtor Days Outstanding	95
Stocks / Sales	44
Sales / Fixed Assets	80
Asset Utilisation	76
Employee Performance	Position in subsector
Pay per Employee	30
Profit per £ of Pay	13
Sales per Employee	61
Capital Employed per Employee	21
Pay / Sales	13
Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

N O P Research Group Ltd

Address

LUDGATE HOUSE
245 BLACKFRIARS ROAD
LONDON
SE1 9UL

Telephone

02078909000

Fax

02078909001

Trading Activity

The provision of market research services.

Main SIC Codes

74130

Directors (as at Jun 2001)

Adrian D. Wimbush
Clive D. Gibbins
Corine D. Moy
Gabrielle M. Morrison
Graham Dixon
Nicholas H. Watkins
Phyllis J. Macfarlane
Richard D. Jameson
Robert C. Hallett
Simon C. H. Chadwick

Company Secretary

Simon J. Woodlock

Auditors

Pricewaterhousecoopers

Date Incorporated

18/06/1990

Registered Number

02512551

Previous Name(s) with date(s) of change

Mai Research Ltd, 01/03/1994
Mai UK Market Research Ltd, 21/02/1992
Claimsearch Ltd, 20/07/1990

Holding Company

United Information Gp. Ltd

Ultimate Holding Company

United Bus. Media PLC

Main UK Subsidiaries with Turnover (£'000)

Nop Telephone Interviewing Srvcs. Ltd 7,220
Nop Field Interviewing Srvcs. Ltd 4,908
Bdi Research Ltd 3,303
Nop Srvcs. Ltd 1,354
Nop Mystery Shopping Srvcs. Ltd 813
Numbers (Hldgs.) Ltd
Bem Ltd
Nop Mystery Shopping Ltd
Nop Consumer Market Research Ltd
Raymond & Assocts. Ltd

Profit & Loss

Date of Accounts	31/12/2000	* year analysed in League Tables		
		31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Sales	71,150	71,933	69,236	62,640
Pre-tax Profit	5,819	6,001	4,944	3,301
Exports	13,644	18,198	17,344	12,126
Non-Trading Income	135	1,870	275	1,005
Depreciation	1,269	1,437	1,367	1,470
Interest Paid	0	44	4	31
Auditors Fees	55	68	53	50
Directors Emoluments	1,596	1,063	1,071	1,062
Employee Pay	19,659	17,742	17,218	15,787
Number of Employees	598	591	595	564

Balance Sheet

Date of Accounts	31/12/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	2,540	3,075	3,469	3,091
Intangible Assets	243	256	0	0
Intermediate Assets	1,984	1,972	2,310	2,310
Total Fixed Assets	4,767	5,303	5,779	5,401
Stocks	6,319	5,124	9,994	10,512
Trade Debtors	19,659	14,775	12,660	14,502
Other Current Assets	28,463	22,851	18,126	12,111
Total Current Assets	54,441	42,750	40,780	37,125
Total Assets	59,208	48,053	46,559	42,526
Trade Creditors	1,901	1,822	2,221	2,143
Short-Term Loans	15,269	12,427	9,087	4,131
Other Current Liabilities	18,231	14,074	20,388	24,271
Total Current Liabilities	35,401	28,323	31,696	30,545
T/Assets - C/Liabilities	23,807	19,730	14,863	11,981
Long-Term Loans	0	0	0	228
Other L/Term Liabilities	15	140	0	92
Total Capital & Reserves	23,792	19,590	14,863	11,661
Capital Employed	23,807	19,730	14,863	11,981
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

N O P Research Group Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	9.9	12.5	10.7	7.8
Return on Capital (%)	24.5	30.5	33.3	27.6
Pre-tax Profit Margin (%)	8.2	8.4	7.2	5.3
Return on Investment (%)	14.9	18.8	20.7	20.7
Rtn. on Total Capital & Reserves (%)	24.5	30.7	33.3	28.4
Liquidity Ratios				
Quick Ratio (Acid Test)	1.36	1.33	0.98	0.88
Current Ratio	1.54	1.51	1.29	1.22
Gearing Ratios				
Total Debt / Net Worth (%)	64.9	64.3	61.2	37.4
Equity Gearing (%)	67.2	68.9	46.9	37.8
Income Gearing (Interest Cover) (%)	0.0	0.8	0.1	1.0
Efficiency Ratios				
Debtor Days Outstanding	101	75	67	85
Working Capital / Sales (%)	26.8	20.1	13.2	10.6
Stocks / Sales (%)	8.9	7.2	14.5	16.8
Sales / Capital Employed	3.0	3.7	4.7	5.3
Sales / Fixed Assets	15.8	14.3	12.0	11.6
Creditor Days	10	9	12	12
Asset Utilisation	1.21	1.50	1.49	1.48
Employee Performance				
Pay per Employee (£)	32,875	30,020	28,938	27,991
Profit per £ of Pay (£)	0.30	0.34	0.29	0.21
Profit per Employee (£)	9,731	10,154	8,309	5,853
Sales per Employee (£)	118,980	121,714	116,363	111,064
Capital Employed per Employee (£)	39,811	33,384	24,980	21,243
Fixed Assets per Employee (£)	4,247	5,203	5,830	5,480
Pay / Sales (%)	27.7	24.7	24.9	25.3
Other Ratios				
Exports / Sales (%)	19.2	25.3	25.1	19.4

League Table Positions

Profitability	Position in subsector
Return on Total Assets	61
Return on Capital	65
Pre-tax Profit Margin	45
Return on Investment	70

Liquidity	Position in subsector
Quick Ratio (Acid Test)	45
Current Ratio	36

Gearing	Position in subsector
Total Debt / Net Worth	63
Equity Gearing	36
Income Gearing (Interest Cover)	39

Efficiency	Position in subsector
Debtor Days Outstanding	74
Stocks / Sales	106
Sales / Fixed Assets	77
Asset Utilisation	98

Employee Performance	Position in subsector
Pay per Employee	26
Profit per £ of Pay	33
Sales per Employee	28
Capital Employed per Employee	14
Pay / Sales	65

Growth	Position in subsector
Sales Growth	67
Pre-tax Profit Growth	24
Total Assets Growth	67
Number of Employees Growth	56
Exports Growth	10

Special Notes

1999 T/O includes 1.671m acquisitions.
1999 PBT includes 1.8m dividends receivable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Novaction (U.K.) Ltd

Address 114A HIGH STREET ETON WINDSOR BERKSHIRE SL4 6AN
Telephone 01753857834
Fax 01753858825
Trading Activity The provision of market research support.
Main SIC Codes 74130
Directors (as at Jun 2001) Geoffrey Elton Jaques Blanchard Robert P. Whiteford
Company Secretary Geoffrey Elton
Auditors Berkeley Hamilton
Bankers Nat West Bank Plc
Date Incorporated 21/03/1980
Registered Number 01486807
Holding Company Novaction Sa
Ultimate Holding Company Novaction Sa

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	1,170	844	1,055
Pre-tax Profit	145	73	16
Exports	0	0	0
Non-Trading Income	0	0	0
Depreciation	8	5	3
Interest Paid	1	1	1
Auditors Fees	4	4	4
Directors Emoluments	57	25	6
Employee Pay	340	258	162
Number of Employees	16	15	12

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	23	11	11
Intangible Assets	0	0	0
Intermediate Assets	12	12	12
<i>Total Fixed Assets</i>	35	23	23
Stocks	0	0	0
Trade Debtors	220	188	258
Other Current Assets	99	63	3
<i>Total Current Assets</i>	319	251	261
Total Assets	354	274	284
Trade Creditors	111	121	193
Short-Term Loans	21	14	72
Other Current Liabilities	55	84	20
<i>Total Current Liabilities</i>	187	219	285
T/Assets - C/Liabilities	167	55	-1
Long-Term Loans	10	1	2
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	157	54	-3
Capital Employed	167	55	-1
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Novaction (U.K.) Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	41.0	26.7	5.7
Return on Capital (%)	-	86.9	132.8	^
Pre-tax Profit Margin (%)	-	12.4	8.7	1.6
Return on Investment (%)	-	77.7	107.3	24.0
Rtn. on Total Capital & Reserves (%)	-	92.4	135.2	^
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.71	1.15	0.92
Current Ratio	-	1.71	1.15	0.92
Gearing Ratios				
Total Debt / Net Worth (%)	-	19.8	27.8	^
Equity Gearing (%)	-	79.7	24.6	-1.0
Income Gearing (Interest Cover) (%)	-	0.7	1.4	5.9
Efficiency Ratios				
Debtor Days Outstanding	-	69	81	89
Working Capital / Sales (%)	-	11.3	3.8	-2.2
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	7.1	15.4	^
Sales / Fixed Assets	-	33.5	36.7	45.9
Creditor Days	-	35	52	67
Asset Utilisation	-	3.31	3.09	3.72
Employee Performance				
Pay per Employee (£)	-	21,250	17,200	13,500
Profit per £ of Pay (£)	-	0.43	0.29	0.10
Profit per Employee (£)	-	9,063	4,867	1,333
Sales per Employee (£)	-	73,125	56,267	87,917
Capital Employed per Employee (£)	-	10,438	3,667	-83
Fixed Assets per Employee (£)	-	1,438	733	917
Pay / Sales (%)	-	29.1	30.6	15.4
Other Ratios				
Exports / Sales (%)	-	0.0	0.0	0.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	13
Return on Capital	23
Pre-tax Profit Margin	33
Return on Investment	16
Liquidity	Position in subsector
Quick Ratio (Acid Test)	19
Current Ratio	24
Gearing	Position in subsector
Total Debt / Net Worth	43
Equity Gearing	24
Income Gearing (Interest Cover)	36
Efficiency	Position in subsector
Debtor Days Outstanding	63
Stocks / Sales	21
Sales / Fixed Assets	38
Asset Utilisation	23
Employee Performance	Position in subsector
Pay per Employee	57
Profit per £ of Pay	25
Sales per Employee	54
Capital Employed per Employee	46
Pay / Sales	49
Growth	Position in subsector
Sales Growth	78
Pre-tax Profit Growth	6
Total Assets Growth	57
Number of Employees Growth	27
Exports Growth	-

Special Notes

Symbols

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 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

N R G-Uk Ltd

Address
83-89
83-89
London
W1P 5RL

Trading Activity
The provision of market research consultancy services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Joseph Farrell
Catherine Paura

Company Secretary
Catherine Paura

Auditors
Ernst & Young

Bankers
Barclays Bank Plc.

Date Incorporated
23/07/1981

Registered Number
01575930

Previous Name(s) with date(s) of change
Blockrealm Ltd, 31/12/1981

Holding Company
Nrg Inc.

Ultimate Holding Company
Vnu Nv (Netherlands)

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	2,348	2,324	2,438
Pre-tax Profit	240	199	232
Exports			
Non-Trading Income	36	25	15
Depreciation	7	17	22
Interest Paid	0	1	2
Auditors Fees	9	8	5
Directors Emoluments	0	0	0
Employee Pay	506	374	394
Number of Employees	6	6	6

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	38	30	15
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	38	30	15
Stocks	2	1	1
Trade Debtors	654	649	917
Other Current Assets	825	683	371
Total Current Assets	1,481	1,333	1,289
Total Assets	1,519	1,363	1,304
Trade Creditors	124	68	83
Short-Term Loans	0	0	132
Other Current Liabilities	186	252	183
Total Current Liabilities	310	320	398
T/Assets - C/Liabilities	1,209	1,043	906
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	1,209	1,043	906
Capital Employed	1,209	1,043	906
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	15.8	14.7	17.8
Return on Capital (%)	-	19.9	19.1	25.7
Pre-tax Profit Margin (%)	-	10.3	8.6	9.6
Return on Investment (%)	-	19.9	19.2	22.6
Rtn. on Total Capital & Reserves (%)	-	19.9	19.1	25.7
Liquidity Ratios				
Quick Ratio (Acid Test)	-	4.78	4.17	3.24
Current Ratio	-	4.78	4.17	3.24
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.0	14.6
Equity Gearing (%)	-	390.0	326.0	227.7
Income Gearing (Interest Cover) (%)	-	0.0	0.6	0.9
Efficiency Ratios				
Debtor Days Outstanding	-	102	102	137
Working Capital / Sales (%)	-	49.9	43.6	36.6
Stocks / Sales (%)	-	0.1	0.1	0.1
Sales / Capital Employed	-	2.0	2.3	2.7
Sales / Fixed Assets	-	61.8	77.5	162.6
Creditor Days	-	19	11	12
Asset Utilisation	-	1.55	1.71	1.87
Employee Performance				
Pay per Employee (£)	-	84,333	62,333	65,667
Profit per £ of Pay (£)	-	0.48	0.54	0.59
Profit per Employee (£)	-	40,000	33,167	38,667
Sales per Employee (£)	-	391,333	387,333	406,333
Capital Employed per Employee (£)	-	201,500	173,833	151,000
Fixed Assets per Employee (£)	-	6,333	5,000	2,500
Pay / Sales (%)	-	21.6	16.1	16.2
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	50
Return on Capital	79
Pre-tax Profit Margin	37
Return on Investment	68

Liquidity	Position in subsector
Quick Ratio (Acid Test)	2
Current Ratio	2

Gearing	Position in subsector
Total Debt / Net Worth	10
Equity Gearing	2
Income Gearing (Interest Cover)	22

Efficiency	Position in subsector
Debtor Days Outstanding	103
Stocks / Sales	52
Sales / Fixed Assets	13
Asset Utilisation	96

Employee Performance	Position in subsector
Pay per Employee	1
Profit per £ of Pay	22
Sales per Employee	5
Capital Employed per Employee	5
Pay / Sales	74

Growth	Position in subsector
Sales Growth	91
Pre-tax Profit Growth	45
Total Assets Growth	64
Number of Employees Growth	60
Exports Growth	-

Special Notes

Symbols

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- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Numbers Market Research Ltd

Address
Crown House
Linton Road
Barking
IG11 8HG

Telephone
020 85911000

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Clive D. Gibbins
Simon J. Woodlock
Ivor C. Stocker
John D. Winterburn
Michael J. Cooke

Company Secretary
Simon J. Woodlock

Auditors
Pricewaterhousecoopers

Date Incorporated
27/02/1986

Registered Number
01992719

Holding Company
Numbers Data Processing Ltd

Ultimate Holding Company
United Bus. Media PLC

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	1,453	898	831
Pre-tax Profit	309	156	57
Exports	0	10	166
Non-Trading Income	6	2	0
Depreciation	6	8	12
Interest Paid	0	3	1
Auditors Fees	2	0	5
Directors Emoluments	94	92	105
Employee Pay	284	227	218
Number of Employees	10	10	10

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	8	11	23
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
<i>Total Fixed Assets</i>	8	11	23
Stocks	30	22	29
Trade Debtors	284	126	121
Other Current Assets	515	162	118
<i>Total Current Assets</i>	829	310	268
Total Assets	837	321	291
Trade Creditors	9	13	36
Short-Term Loans	186	18	83
Other Current Liabilities	283	145	130
<i>Total Current Liabilities</i>	478	176	249
T/Assets - C/Liabilities	359	145	42
Long-Term Loans	0	0	4
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	359	145	38
Capital Employed	359	145	42
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	37.0	48.6	19.6
Return on Capital (%)	-	86.1	107.6	135.8
Pre-tax Profit Margin (%)	-	21.3	17.4	6.9
Return on Investment (%)	-	56.7	97.6	46.4
Rtn. on Total Capital & Reserves (%)	-	86.1	107.6	150.0
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.68	1.64	0.96
Current Ratio	-	1.74	1.77	1.08
Gearing Ratios				
Total Debt / Net Worth (%)	-	51.9	12.5	229.0
Equity Gearing (%)	-	75.2	82.4	15.1
Income Gearing (Interest Cover) (%)	-	0.0	1.9	1.8
Efficiency Ratios				
Debtor Days Outstanding	-	71	51	53
Working Capital / Sales (%)	-	24.2	15.0	2.3
Stocks / Sales (%)	-	2.1	2.5	3.5
Sales / Capital Employed	-	4.1	6.2	19.8
Sales / Fixed Assets	-	181.7	81.7	36.2
Creditor Days	-	2	5	16
Asset Utilisation	-	1.74	2.80	2.86
Employee Performance				
Pay per Employee (£)	-	28,400	22,700	21,800
Profit per £ of Pay (£)	-	1.09	0.69	0.27
Profit per Employee (£)	-	30,900	15,600	5,700
Sales per Employee (£)	-	145,300	89,800	83,100
Capital Employed per Employee (£)	-	35,900	14,500	4,200
Fixed Assets per Employee (£)	-	800	1,100	2,300
Pay / Sales (%)	-	19.6	25.3	26.3
Other Ratios				
Exports / Sales (%)	-	0.0	1.2	20.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	17
Return on Capital	26
Pre-tax Profit Margin	9
Return on Investment	24

Liquidity	Position in subsector
Quick Ratio (Acid Test)	20
Current Ratio	23

Gearing	Position in subsector
Total Debt / Net Worth	58
Equity Gearing	32
Income Gearing (Interest Cover)	24

Efficiency	Position in subsector
Debtor Days Outstanding	66
Stocks / Sales	78
Sales / Fixed Assets	4
Asset Utilisation	87

Employee Performance	Position in subsector
Pay per Employee	38
Profit per £ of Pay	7
Sales per Employee	19
Capital Employed per Employee	12
Pay / Sales	78

Growth	Position in subsector
Sales Growth	20
Pre-tax Profit Growth	9
Total Assets Growth	10
Number of Employees Growth	59
Exports Growth	35

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Opinion Leader Research Ltd.

Address
14 CURZON STREET
LONDON
W1J 5HN

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Deborah S. Mattinson
Fiona P. E. Stewart
Mark W. Smith
Timothy D. Mills
Victoria L. Cooke

Company Secretary
Robert E. Davison

Auditors
Deloitte & Touche

Bankers
National Westminster Bank Plc.

Date Incorporated
21/11/1991

Registered Number
02665055

Previous Name(s) with date(s) of change
Padgate Ltd, 10/01/1992

Ultimate Holding Company
Chime Comms. PLC

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	30/11/1997
	£000s	£000s	£000s
Sales	2,570	1,740	1,121
Pre-tax Profit	701	569	346
Exports			
Non-Trading Income	20	16	
Depreciation	19	18	
Interest Paid	1	0	
Auditors Fees	4	4	
Directors Emoluments	406	128	
Employee Pay	774	363	193
Number of Employees	16	12	8

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	30/11/1997
	£000s	£000s	£000s
Tangible Fixed Assets	33	39	
Intangible Assets	0	0	0
Intermediate Assets	0	0	
Total Fixed Assets	33	39	23
Stocks	27	0	0
Trade Debtors	373	492	135
Other Current Assets	724	410	263
Total Current Assets	1,124	902	398
Total Assets	1,157	941	421
Trade Creditors	79	46	46
Short-Term Loans	12	14	
Other Current Liabilities	408	478	
Total Current Liabilities	499	538	205
T/Assets - C/Liabilities	658	403	216
Long-Term Loans	0	0	
Other L/Term Liabilities	0	0	
Total Capital & Reserves	658	403	216
Capital Employed	658	403	216
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	57	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	60.6	55.2	82.2
Return on Capital (%)	-	106.6	128.9	160.2
Pre-tax Profit Margin (%)	-	27.3	32.8	30.9
Return on Investment (%)	-	104.8	124.5	-
Rtn. on Total Capital & Reserves (%)	-	106.6	128.9	160.2

Liquidity Ratios

Quick Ratio (Acid Test)	-	2.20	1.68	1.95
Current Ratio	-	2.26	1.68	1.95

Gearing Ratios

Total Debt / Net Worth (%)	-	1.9	3.5	-
Equity Gearing (%)	-	131.9	75.0	105.4
Income Gearing (Interest Cover) (%)	-	0.2	0.0	-

Efficiency Ratios

Debtor Days Outstanding	-	53	113	44
Working Capital / Sales (%)	-	24.4	23.0	17.3
Stocks / Sales (%)	-	1.1	0.0	0.0
Sales / Capital Employed	-	4.0	4.0	5.2
Sales / Fixed Assets	-	77.9	40.8	48.8
Creditor Days	-	11	11	15
Asset Utilisation	-	2.23	1.69	2.67

Employee Performance

Pay per Employee (£)	-	48,375	27,596	24,125
Profit per £ of Pay (£)	-	0.91	1.57	1.80
Profit per Employee (£)	-	43,813	43,257	43,250
Sales per Employee (£)	-	160,625	132,281	140,125
Capital Employed per Employee (£)	-	41,125	33,583	27,000
Fixed Assets per Employee (£)	-	2,063	3,250	-
Pay / Sales (%)	-	30.2	20.9	17.3

Other Ratios

Exports / Sales (%)	-	-	-	-
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League Table Positions

Profitability	Position in subsector
Return on Total Assets	5
Return on Capital	18
Pre-tax Profit Margin	6
Return on Investment	10

Liquidity	Position in subsector
Quick Ratio (Acid Test)	9
Current Ratio	10

Gearing	Position in subsector
Total Debt / Net Worth	23
Equity Gearing	8
Income Gearing (Interest Cover)	33

Efficiency	Position in subsector
Debtor Days Outstanding	38
Stocks / Sales	66
Sales / Fixed Assets	8
Asset Utilisation	62

Employee Performance	Position in subsector
Pay per Employee	6
Profit per £ of Pay	8
Sales per Employee	16
Capital Employed per Employee	10
Pay / Sales	47

Growth	Position in subsector
Sales Growth	11
Pre-tax Profit Growth	22
Total Assets Growth	12
Number of Employees Growth	14
Exports Growth	-

Special Notes

Symbols

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 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Opinion Research Ltd

Address Holbrooke House 34-38 Hill Rise Richmond Surrey TW10 6UA	
Telephone 01737789788	
Trading Activity The provision of market information services.	
Main SIC Codes 74130	
Directors (as at Jun 2001) Antony B. Cowling Martin S. C. Frame	
Company Secretary Judith George	
Auditors Pricewaterhousecoopers	
Bankers Credit Lyonnais	
Date Incorporated 27/01/1965	
Registered Number 00835544	
Holding Company Taylor Nelson Sofres PLC	
Ultimate Holding Company Taylor Nelson Sofres PLC	
Main UK Subsidiaries with Turnover Fieldcontrol Ltd	(£'000) 1,599

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	13,909	14,501	11,393
Pre-tax Profit	-423	347	-385
Exports	0	0	0
Non-Trading Income	9	9	50
Depreciation	153	187	243
Interest Paid	47	64	51
Auditors Fees	10	10	20
Directors Emoluments	0	234	303
Employee Pay	3,002	3,677	3,718
Number of Employees	120	133	137

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	329	482	635
Intangible Assets	0	0	0
Intermediate Assets	70	70	70
Total Fixed Assets	399	552	705
Stocks	501	983	2,322
Trade Debtors	2,899	3,729	1,959
Other Current Assets	2,125	4,087	533
Total Current Assets	5,525	8,799	4,814
Total Assets	5,924	9,351	5,519
Trade Creditors	69	129	808
Short-Term Loans	2,882	5,484	1,083
Other Current Liabilities	2,215	2,556	2,746
Total Current Liabilities	5,166	8,169	4,637
T/Assets - C/Liabilities	758	1,182	882
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	758	1,182	882
Capital Employed	758	1,182	882
Type of Accounts	Unconsolidated	Unconsolidated	Consolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-7.1	3.8	-6.9
Return on Capital (%)	-	-55.8	29.4	-43.6
Pre-tax Profit Margin (%)	-	-3.0	2.4	-3.3
Return on Investment (%)	-	-10.3	6.2	-16.9
Rtn. on Total Capital & Reserves (%)	-	-55.8	29.4	-43.6

Liquidity Ratios

Quick Ratio (Acid Test)	-	0.98	0.96	0.54
Current Ratio	-	1.07	1.08	1.04

Gearing Ratios

Total Debt / Net Worth (%)	-	380.3	464.0	122.8
Equity Gearing (%)	-	14.7	14.5	19.1
Income Gearing (Interest Cover) (%)	-	^	15.6	^

Efficiency Ratios

Debtor Days Outstanding	-	76	94	63
Working Capital / Sales (%)	-	2.6	4.4	1.6
Stocks / Sales (%)	-	3.7	6.8	20.4
Sales / Capital Employed	-	18.4	12.3	13.0
Sales / Fixed Assets	-	34.9	26.3	16.2
Creditor Days	-	2	3	26
Asset Utilisation	-	2.35	1.56	2.07

Employee Performance

Pay per Employee (£)	-	25,017	27,647	27,139
Profit per £ of Pay (£)	-	-0.14	0.10	-0.10
Profit per Employee (£)	-	-3,525	2,609	-2,810
Sales per Employee (£)	-	115,908	109,030	83,161
Capital Employed per Employee (£)	-	6,317	8,887	6,438
Fixed Assets per Employee (£)	-	2,742	3,624	4,635
Pay / Sales (%)	-	21.6	25.4	32.7

Other Ratios

Exports / Sales (%)	-	0.0	0.0	0.0
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League Table Positions

Profitability	Position in subsector
Return on Total Assets	104
Return on Capital	105
Pre-tax Profit Margin	105
Return on Investment	95

Liquidity	Position in subsector
Quick Ratio (Acid Test)	85
Current Ratio	81

Gearing	Position in subsector
Total Debt / Net Worth	87
Equity Gearing	81
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	75
Stocks / Sales	89
Sales / Fixed Assets	34
Asset Utilisation	57

Employee Performance	Position in subsector
Pay per Employee	48
Profit per £ of Pay	80
Sales per Employee	30
Capital Employed per Employee	54
Pay / Sales	73

Growth	Position in subsector
Sales Growth	60
Pre-tax Profit Growth	-
Total Assets Growth	76
Number of Employees Growth	66
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

O.R.C. International Ltd.

Address ANGEL CORNER HOUSE 1 ISLINGTON HIGH STREET LONDON N1 9AH	
Trading Activity The provision of market research services.	
Main SIC Codes 74130	
Directors (as at Jun 2001) John F. Short Kenneth J. Anderton Roderick A. Macneill Trevor D. Robinson Richard I. Cornelius Nigel P. Maxfield	
Company Secretary Richard I. Cornelius	
Auditors Ernst & Young	
Bankers Midland Bank Plc.	
Date Incorporated 21/12/1972	
Registered Number 01088226	
Previous Name(s) with date(s) of change Gordon Simmons Research Group Ltd, 15/12/1997 Gordon Simmons (Holdings) Ltd, 17/10/1989	
Holding Company Opinion Research Corp	
Ultimate Holding Company Opinion Research Corp (USA)	
Main UK Subsidiaries with Turnover	(£'000)
Orc Eur. Information Centre Ltd	1,847
C.De G. Research Ltd	
Gordon Simmons Research Ltd	

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	9,537	8,657	6,262
Pre-tax Profit	68	133	123
Exports	2,144	2,427	1,758
Non-Trading Income	1	1	0
Depreciation	292	210	182
Interest Paid	228	218	76
Auditors Fees	24	26	15
Directors Emoluments	523	724	294
Employee Pay	4,938	4,211	3,184
Number of Employees	102	104	67

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	1,097	580	481
Intangible Assets	1,106	1,199	0
Intermediate Assets	1	1	1
Total Fixed Assets	2,204	1,780	482
Stocks	0	0	0
Trade Debtors	3,128	1,918	1,581
Other Current Assets	1,695	2,006	1,223
Total Current Assets	4,823	3,924	2,804
Total Assets	7,027	5,704	3,286
Trade Creditors	395	426	232
Short-Term Loans	2,016	1,604	2,130
Other Current Liabilities	1,601	735	522
Total Current Liabilities	4,012	2,765	2,884
T/Assets - C/Liabilities	3,015	2,939	402
Long-Term Loans	2,660	2,623	306
Other L/Term Liabilities	14	0	2
Total Capital & Reserves	341	316	94
Capital Employed	3,015	2,939	402
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

O.R.C. International Ltd.

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	1.0	2.4	3.8
Return on Capital (%)	-	2.3	4.6	30.6
Pre-tax Profit Margin (%)	-	0.8	1.6	2.0
Return on Investment (%)	-	5.9	7.8	7.9
Rtn. on Total Capital & Reserves (%)	-	20.0	42.1	130.9
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.21	1.42	0.98
Current Ratio	-	1.21	1.42	0.98
Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	2,591.5
Equity Gearing (%)	-	5.2	5.9	3.0
Income Gearing (Interest Cover) (%)	-	77.1	62.2	38.2
Efficiency Ratios				
Debtor Days Outstanding	-	120	81	92
Working Capital / Sales (%)	-	8.6	13.4	-1.2
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	3.2	3.0	15.6
Sales / Fixed Assets	-	8.7	15.0	13.0
Creditor Days	-	15	18	14
Asset Utilisation	-	1.36	1.52	1.91
Employee Performance				
Pay per Employee (£)	-	48,412	40,490	47,522
Profit per £ of Pay (£)	-	0.02	0.04	0.04
Profit per Employee (£)	-	667	1,279	1,836
Sales per Employee (£)	-	93,500	83,240	93,463
Capital Employed per Employee (£)	-	29,559	28,260	6,000
Fixed Assets per Employee (£)	-	10,755	5,577	7,179
Pay / Sales (%)	-	51.8	48.7	50.9
Other Ratios				
Exports / Sales (%)	-	22.5	28.1	28.1

League Table Positions

Profitability	Position in subsector
Return on Total Assets	93
Return on Capital	93
Pre-tax Profit Margin	91
Return on Investment	83

Liquidity	Position in subsector
Quick Ratio (Acid Test)	55
Current Ratio	62

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	95
Income Gearing (Interest Cover)	85

Efficiency	Position in subsector
Debtor Days Outstanding	114
Stocks / Sales	22
Sales / Fixed Assets	98
Asset Utilisation	102

Employee Performance	Position in subsector
Pay per Employee	5
Profit per £ of Pay	67
Sales per Employee	40
Capital Employed per Employee	17
Pay / Sales	5

Growth	Position in subsector
Sales Growth	32
Pre-tax Profit Growth	64
Total Assets Growth	22
Number of Employees Growth	20
Exports Growth	16

Special Notes

On 1.1.98, acquired trade and net assets of GSR/SIA Ltd.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Outlook Research Ltd

Address
32 CAMDEN LOCK PLACE
LONDON
NW1 8AL

Telephone
02074822424

Fax
02074822427

Trading Activity
The provision of market research and consultancy services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Christopher Onley
David Allard
Diane Allard
Nancy Curzon

Company Secretary
David Allard

Auditors
Leigh Philip & Partners

Date Incorporated
12/07/1996

Registered Number
03224286

Profit & Loss

Date of Accounts	31/07/2000	* year analysed in League Tables		
		31/07/1999	31/07/1998	31/07/1997
	£000s	£000s	£000s	£000s
Sales	1,335	890	936	389
Pre-tax Profit	324	117	169	81
Exports				
Non-Trading Income	14	15		
Depreciation	8	7		
Interest Paid	0	0		
Auditors Fees	8	7		
Directors Emoluments	120	105		
Employee Pay		240	209	86
Number of Employees		7	5	3

Balance Sheet

Date of Accounts	31/07/2000	31/07/1999	31/07/1998	31/07/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	25	20		
Intangible Assets	0	0	0	0
Intermediate Assets	0	0		
Total Fixed Assets	25	20	18	16
Stocks	0	0	0	0
Trade Debtors	145	125	137	60
Other Current Assets	421	240	188	54
Total Current Assets	566	365	325	114
Total Assets	591	385	343	130
Trade Creditors	46	51	60	20
Short-Term Loans	32	0		
Other Current Liabilities	219	199		
Total Current Liabilities	297	250	230	110
T/Assets - C/Liabilities	294	135	113	20
Long-Term Loans	0	0		
Other L/Term Liabilities	0	0		
Total Capital & Reserves	294	135	113	20
Capital Employed	294	135	113	20
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	43

* The Company’s accounts for 31/07/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	54.9	30.4	49.3	75.4
Return on Capital (%)	110.3	86.7	149.6	489.8
Pre-tax Profit Margin (%)	24.3	13.2	18.1	20.9
Return on Investment (%)	99.4	86.7	-	-
Rtn. on Total Capital & Reserves (%)	110.3	86.7	149.6	489.8
Liquidity Ratios				
Quick Ratio (Acid Test)	1.91	1.46	1.42	1.04
Current Ratio	1.91	1.46	1.42	1.04
Gearing Ratios				
Total Debt / Net Worth (%)	10.9	0.0	-	-
Equity Gearing (%)	99.0	54.0	49.2	18.2
Income Gearing (Interest Cover) (%)	0.0	0.0	-	-
Efficiency Ratios				
Debtor Days Outstanding	40	51	53	47
Working Capital / Sales (%)	20.2	13.0	10.2	0.9
Stocks / Sales (%)	0.0	0.0	0.0	0.0
Sales / Capital Employed	4.6	6.6	8.3	23.6
Sales / Fixed Assets	53.4	44.6	52.0	29.5
Creditor Days	13	21	23	16
Asset Utilisation	2.26	2.32	2.73	3.62
Employee Performance				
Pay per Employee (£)	-	34,286	41,800	34,667
Profit per £ of Pay (£)	-	0.49	0.81	0.95
Profit per Employee (£)	-	16,714	33,800	32,651
Sales per Employee (£)	-	127,143	187,200	156,806
Capital Employed per Employee (£)	-	19,286	22,600	6,667
Fixed Assets per Employee (£)	-	2,857	-	-
Pay / Sales (%)	-	27.0	22.4	22.2
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	22
Return on Capital	24
Pre-tax Profit Margin	27
Return on Investment	13

Liquidity	Position in subsector
Quick Ratio (Acid Test)	35
Current Ratio	42

Gearing	Position in subsector
Total Debt / Net Worth	19
Equity Gearing	46
Income Gearing (Interest Cover)	29

Efficiency	Position in subsector
Debtor Days Outstanding	33
Stocks / Sales	23
Sales / Fixed Assets	21
Asset Utilisation	59

Employee Performance	Position in subsector
Pay per Employee	20
Profit per £ of Pay	20
Sales per Employee	25
Capital Employed per Employee	25
Pay / Sales	56

Growth	Position in subsector
Sales Growth	17
Pre-tax Profit Growth	37
Total Assets Growth	9
Number of Employees Growth	11
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Parker Tanner Woodham Ltd

Address
CYGNET HOUSE
45-47 HIGH STREET
LEATHERHEAD
SURREY
KT22 8AG

Telephone
01372360243

Fax
01372378759

Trading Activity
Market research.

Main SIC Codes
74400

Directors (as at Jun 2001)
Edward B. Parker
Graham J. Woodham
Hilary A. P. Parker
Nicholas J. Tanner

Company Secretary
Nicholas J. Tanner

Auditors
Mri Moores Rowland

Date Incorporated
25/03/1992

Registered Number
02700509

Profit & Loss

Date of Accounts	31/12/2000	* year analysed in League Tables		
		31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Sales	548	544	424	516
Pre-tax Profit	61	67	67	64
Exports				
Non-Trading Income	5	4	7	
Depreciation	10	5	10	
Interest Paid	2	3	2	
Auditors Fees	5	5	3	
Directors Emoluments	80	77		
Employee Pay				101
Number of Employees				6

Balance Sheet

Date of Accounts	31/12/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	32	14	29	
Intangible Assets	0	0	0	0
Intermediate Assets	0	0	0	
Total Fixed Assets	32	14	29	14
Stocks	6	0	25	5
Trade Debtors	160	102	71	159
Other Current Assets	112	176	139	98
Total Current Assets	278	278	235	262
Total Assets	310	292	264	276
Trade Creditors	35	21	1	27
Short-Term Loans	12	4	16	
Other Current Liabilities	85	58	44	
Total Current Liabilities	132	83	61	93
T/Assets - C/Liabilities	178	209	203	183
Long-Term Loans	12	2	9	
Other L/Term Liabilities	0	0	0	
Total Capital & Reserves	166	207	194	181
Capital Employed	178	209	203	183
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Parker Tanner Woodham Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	19.7	23.0	25.4	23.2
Return on Capital (%)	34.3	32.1	33.1	35.0
Pre-tax Profit Margin (%)	11.2	12.4	15.9	12.5
Return on Investment (%)	33.2	32.9	31.6	-
Rtn. on Total Capital & Reserves (%)	36.8	32.4	34.6	35.4

Liquidity Ratios				
Quick Ratio (Acid Test)	2.07	3.35	3.45	2.77
Current Ratio	2.11	3.35	3.86	2.82

Gearing Ratios				
Total Debt / Net Worth (%)	14.5	2.9	12.9	-
Equity Gearing (%)	115.3	243.6	277.2	190.6
Income Gearing (Interest Cover) (%)	3.2	4.3	2.9	-

Efficiency Ratios				
Debtor Days Outstanding	107	68	61	112
Working Capital / Sales (%)	26.7	35.9	41.1	32.8
Stocks / Sales (%)	1.1	0.0	5.9	1.0
Sales / Capital Employed	3.1	2.7	2.1	2.9
Sales / Fixed Assets	17.2	38.9	14.7	36.9
Creditor Days	23	14	1	19
Asset Utilisation	1.77	1.87	1.61	1.87

Employee Performance				
Pay per Employee (£)	-	-	-	16,833
Profit per £ of Pay (£)	-	-	-	0.64
Profit per Employee (£)	-	-	-	10,667
Sales per Employee (£)	-	-	-	86,000
Capital Employed per Employee (£)	-	-	-	30,500
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	19.6

Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	33
Return on Capital	64
Pre-tax Profit Margin	32
Return on Investment	45

Liquidity	Position in subsector
Quick Ratio (Acid Test)	3
Current Ratio	4

Gearing	Position in subsector
Total Debt / Net Worth	25
Equity Gearing	3
Income Gearing (Interest Cover)	58

Efficiency	Position in subsector
Debtor Days Outstanding	61
Stocks / Sales	48
Sales / Fixed Assets	27
Asset Utilisation	79

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	83
Pre-tax Profit Growth	47
Total Assets Growth	81
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Petchey (Management & Finance) Ltd

Address
EXCHANGE HOUSE
13-14 CLEMENTS LANE
ILFORD
ESSEX
IG1 2QY
Telephone
02082528000
Fax
02082528080
Trading Activity
The provision of promotional and market research services.
Main SIC Codes
74130

Directors (as at Jun 2001)
Raymond H. Rantell
Ronald C. Mills
Terrence E. J. Faulkner

Company Secretary
Kailayapillai Ranjan

Auditors
Mazars Neville Russell

Date Incorporated
02/08/1963

Registered Number
00769834

Previous Name(s) with date(s) of change
Incorporated Management & Finance Ltd, 23/08/1994
Barking Finance Co. Ltd, 25/01/1985

Ultimate Holding Company
Petchey (Hldgs.) PLC

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	2,147	1,558	1,028
Pre-tax Profit	155	73	49
Exports	0	0	0
Non-Trading Income	0	0	0
Depreciation	7	4	2
Interest Paid			
Auditors Fees	3	3	0
Directors Emoluments	126	120	96
Employee Pay	623	442	167
Number of Employees	33	30	8

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	27	16	12
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	27	16	12
Stocks	0	0	0
Trade Debtors	94	607	609
Other Current Assets	608	53	34
Total Current Assets	702	660	643
Total Assets	729	676	655
Trade Creditors	136	35	0
Short-Term Loans	241	435	530
Other Current Liabilities	75	38	27
Total Current Liabilities	452	508	557
T/Assets - C/Liabilities	277	168	98
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	277	168	98
Capital Employed	277	168	98
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Petchey (Management & Finance) Ltd

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	21.3	10.8	7.5
Return on Capital (%)	-	56.0	43.5	50.0
Pre-tax Profit Margin (%)	-	7.3	4.7	4.8
Return on Investment (%)	-	-	-	-
Rtn. on Total Capital & Reserves (%)	-	56.0	43.5	50.0
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.56	1.30	1.16
Current Ratio	-	1.56	1.30	1.16
Gearing Ratios				
Total Debt / Net Worth (%)	-	87.1	259.0	540.9
Equity Gearing (%)	-	61.3	33.1	17.6
Income Gearing (Interest Cover) (%)	-	-	-	-
Efficiency Ratios				
Debtor Days Outstanding	-	16	142	216
Working Capital / Sales (%)	-	11.7	9.8	8.4
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	7.8	9.3	10.5
Sales / Fixed Assets	-	79.6	97.4	85.7
Creditor Days	-	23	8	0
Asset Utilisation	-	2.95	2.31	1.57
Employee Performance				
Pay per Employee (£)	-	18,879	14,733	20,875
Profit per £ of Pay (£)	-	0.25	0.17	0.30
Profit per Employee (£)	-	4,697	2,433	6,125
Sales per Employee (£)	-	65,061	51,933	128,500
Capital Employed per Employee (£)	-	8,394	5,600	12,250
Fixed Assets per Employee (£)	-	818	533	1,500
Pay / Sales (%)	-	29.1	28.4	16.3
Other Ratios				
Exports / Sales (%)	-	0.0	0.0	0.0

League Table Positions

Profitability		Position in subsector
Return on Total Assets		38
Return on Capital		43
Pre-tax Profit Margin		53
Return on Investment		-
Liquidity		Position in subsector
Quick Ratio (Acid Test)		26
Current Ratio		32
Gearing		Position in subsector
Total Debt / Net Worth		69
Equity Gearing		42
Income Gearing (Interest Cover)		-
Efficiency		Position in subsector
Debtor Days Outstanding		5
Stocks / Sales		24
Sales / Fixed Assets		7
Asset Utilisation		31
Employee Performance		Position in subsector
Pay per Employee		64
Profit per £ of Pay		38
Sales per Employee		62
Capital Employed per Employee		49
Pay / Sales		50
Growth		Position in subsector
Sales Growth		13
Pre-tax Profit Growth		13
Total Assets Growth		75
Number of Employees Growth		5
Exports Growth		-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Pinder Fry & Benjamin Ltd

Address

Harcourt House
19 Cavendish Square
London
W1G 0AJ

Telephone

020 75468990

Trading Activity

The provision of marketing services in relation to retail financial services.
Commenced trading 1.4.98.

Main SIC Codes

74140
74840

Directors (as at Jun 2001)

Charles M. Pinder
Charles A. Fry
Tracy D. Benjamin

Company Secretary

Charles M. Pinder

Auditors

Hazlems Fenton

Date Incorporated

11/03/1998

Registered Number

03525078

Previous Name(s) with date(s) of change

Eurocab Ltd, 07/04/1998

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999
	£000s	£000s
Sales	3,803	507
Pre-tax Profit	2,421	411
Exports	0	0
Non-Trading Income	28	2
Depreciation	7	4
Interest Paid	0	0
Auditors Fees	5	4
Directors Emoluments		
Employee Pay	235	28
Number of Employees	5	4

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999
	£000s	£000s
Tangible Fixed Assets	14	9
Intangible Assets	0	0
Intermediate Assets	0	0
Total Fixed Assets	14	9
Stocks	15	15
Trade Debtors	280	99
Other Current Assets	2,123	354
Total Current Assets	2,418	468
Total Assets	2,432	477
Trade Creditors	246	5
Short-Term Loans	0	0
Other Current Liabilities	978	156
Total Current Liabilities	1,224	161
T/Assets - C/Liabilities	1,208	316
Long-Term Loans	0	0
Other L/Term Liabilities	0	0
Total Capital & Reserves	1,208	316
Capital Employed	1,208	316
Type of Accounts	Unconsolidated	Unconsolidated
Number of weeks	52	52

Pinder Fry & Benjamin Ltd

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	99.6	86.2	-
Return on Capital (%)	-	200.5	130.1	-
Pre-tax Profit Margin (%)	-	63.7	81.1	-
Return on Investment (%)	-	200.5	130.1	-
Rtn. on Total Capital & Reserves (%)	-	200.5	130.1	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.97	2.82	-
Current Ratio	-	1.98	2.91	-
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.0	-
Equity Gearing (%)	-	98.7	196.3	-
Income Gearing (Interest Cover) (%)	-	0.0	0.0	-
Efficiency Ratios				
Debtor Days Outstanding	-	27	71	-
Working Capital / Sales (%)	-	31.4	60.6	-
Stocks / Sales (%)	-	0.4	3.0	-
Sales / Capital Employed	-	3.2	1.7	-
Sales / Fixed Assets	-	271.7	56.4	-
Creditor Days	-	24	4	-
Asset Utilisation	-	1.57	1.07	-
Employee Performance				
Pay per Employee (£)	-	47,000	7,000	-
Profit per £ of Pay (£)	-	10.31	14.68	-
Profit per Employee (£)	-	484,200	102,750	-
Sales per Employee (£)	-	760,600	126,750	-
Capital Employed per Employee (£)	-	241,600	79,000	-
Fixed Assets per Employee (£)	-	2,800	2,250	-
Pay / Sales (%)	-	6.2	5.6	-
Other Ratios				
Exports / Sales (%)	-	0.0	0.0	-

League Table Positions

	Position in subsector
Profitability	
Return on Total Assets	4
Return on Capital	9
Pre-tax Profit Margin	1
Return on Investment	5
Liquidity	
Quick Ratio (Acid Test)	12
Current Ratio	13
Gearing	
Total Debt / Net Worth	13
Equity Gearing	17
Income Gearing (Interest Cover)	17
Efficiency	
Debtor Days Outstanding	10
Stocks / Sales	60
Sales / Fixed Assets	3
Asset Utilisation	95
Employee Performance	
Pay per Employee	7
Profit per £ of Pay	1
Sales per Employee	4
Capital Employed per Employee	3
Pay / Sales	88
Growth	
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Polk Europe Holdings Ltd

Address
26-30 UPPER MARLBOROUGH ROAD
ST ALBANS
HERTFORDSHIRE
AL1 3UU

Trading Activity
A group engaged in market research.
Commenced trading 12.6.97.

Main SIC Codes
74130

Directors (as at Jun 2001)
Joseph V. Walker
Philip Smith
Stephen R. Polk

Company Secretary
Patrick Magrath

Bankers
Royal Bank Of Scot

Date Incorporated
12/06/1997

Registered Number
03386123

Previous Name(s) with date(s) of change
Polk (UK) Ltd, 03/07/2000
Polk-Marketing Systems UK Ltd, 07/11/1997
Artcourt Ltd, 24/07/1997

Holding Company
Rl Pok & Co.

Ultimate Holding Company
R.L. Polk & Co.

Main UK Subsidiaries with Turnover	(£'000)
Mitac Ltd	9,572
Polk Leeds Ltd	4,869
Eaglepath Ltd	
Decision Point Ltd	

Profit & Loss

Date of Accounts	31/03/1999	31/03/1998
	£000s	£000s
Sales	18,199	3,497
Pre-tax Profit	-2,153	-944
Exports		
Non-Trading Income	-2,369	-228
Depreciation	850	205
Interest Paid	1,051	165
Auditors Fees	42	20
Directors Emoluments	0	0
Employee Pay	7,064	1,667
Number of Employees	236	123

Balance Sheet

Date of Accounts	31/03/1999	31/03/1998
	£000s	£000s
Tangible Fixed Assets	2,165	355
Intangible Assets	19,200	5,391
Intermediate Assets	335	0
Total Fixed Assets	21,700	5,746
Stocks	0	0
Trade Debtors	4,070	989
Other Current Assets	4,960	1,063
Total Current Assets	9,030	2,052
Total Assets	30,730	7,798
Trade Creditors	1,526	652
Short-Term Loans	701	90
Other Current Liabilities	3,452	1,356
Total Current Liabilities	5,679	2,098
T/Assets - C/Liabilities	25,051	5,700
Long-Term Loans	20,328	6,495
Other L/Term Liabilities	302	155
Total Capital & Reserves	4,421	-950
Capital Employed	25,051	5,700
Type of Accounts	Consolidated	Consolidated
Number of weeks	52	42

Polk Europe Holdings Ltd

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	-	-7.0	-14.9
Return on Capital (%)	-	-	-8.5	-20.5
Pre-tax Profit Margin (%)	-	-	-11.8	-26.9
Return on Investment (%)	-	-	-4.2	-16.6
Rtn. on Total Capital & Reserves (%)	-	-	-48.6	^
Liquidity Ratios				
Quick Ratio (Acid Test)	-	-	1.60	0.98
Current Ratio	-	-	1.60	0.98
Gearing Ratios				
Total Debt / Net Worth (%)	-	-	^	^
Equity Gearing (%)	-	-	16.9	-10.8
Income Gearing (Interest Cover) (%)	-	-	^	^
Efficiency Ratios				
Debtor Days Outstanding	-	-	82	83
Working Capital / Sales (%)	-	-	18.5	-1.0
Stocks / Sales (%)	-	-	0.0	0.0
Sales / Capital Employed	-	-	0.8	0.8
Sales / Fixed Assets	-	-	7.3	12.2
Creditor Days	-	-	31	55
Asset Utilisation	-	-	0.60	0.56
Employee Performance				
Pay per Employee (£)	-	-	29,932	16,780
Profit per £ of Pay (£)	-	-	-0.30	-0.56
Profit per Employee (£)	-	-	-9,123	-9,502
Sales per Employee (£)	-	-	77,114	35,200
Capital Employed per Employee (£)	-	-	106,148	46,341
Fixed Assets per Employee (£)	-	-	9,174	2,886
Pay / Sales (%)	-	-	38.9	47.7
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

	Position in subsector
Profitability	
Return on Total Assets	-
Return on Capital	-
Pre-tax Profit Margin	-
Return on Investment	-
Liquidity	
Quick Ratio (Acid Test)	-
Current Ratio	-
Gearing	
Total Debt / Net Worth	-
Equity Gearing	-
Income Gearing (Interest Cover)	-
Efficiency	
Debtor Days Outstanding	-
Stocks / Sales	-
Sales / Fixed Assets	-
Asset Utilisation	-
Employee Performance	
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-
Growth	
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

1999 T/O includes 13.633m acquisitions. 1999 PBT includes 2.375m amortisation of intangible fixed assets (1998 = 235k)

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Praxis Research & Consulting Ltd

Address
61 LONDON ROAD
STAINES
MIDDLESEX
TW18 4BN

Telephone
01784469995

Fax
01784469994

Trading Activity
The provision of market research and consultancy to the pharmaceutical industry.

Main SIC Codes
74130

Directors (as at Jun 2001)
Caroline E. Wilson
Martin C. Schlaeppli

Company Secretary
Caroline E. Wilson

Auditors
Menzies

Bankers
Lloyds Bank Plc.

Date Incorporated
21/02/1996

Registered Number
03162105

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	1,489	543	1,634
Pre-tax Profit	269	-85	199
Exports			
Non-Trading Income	6	6	10
Depreciation	9	11	10
Interest Paid	0	0	0
Auditors Fees	4	4	4
Directors Emoluments	301	167	559
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	26	15	28
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	26	15	28
Stocks	0	21	0
Trade Debtors	692	0	143
Other Current Assets	705	129	353
Total Current Assets	1,397	150	496
Total Assets	1,423	165	524
Trade Creditors	336	45	106
Short-Term Loans	0	0	0
Other Current Liabilities	781	35	262
Total Current Liabilities	1,117	80	368
T/Assets - C/Liabilities	306	85	156
Long-Term Loans	7	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	299	85	156
Capital Employed	306	85	156
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	19.0	-51.5	38.0
Return on Capital (%)	-	88.0	-100.0	127.6
Pre-tax Profit Margin (%)	-	18.1	-15.6	12.2
Return on Investment (%)	-	88.0	-100.0	127.6
Rtn. on Total Capital & Reserves (%)	-	90.0	-100.0	127.6
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.26	1.62	1.35
Current Ratio	-	1.26	1.88	1.35
Gearing Ratios				
Total Debt / Net Worth (%)	-	2.4	0.0	0.0
Equity Gearing (%)	-	26.7	106.3	42.4
Income Gearing (Interest Cover) (%)	-	0.0	^	0.0
Efficiency Ratios				
Debtor Days Outstanding	-	170	0	32
Working Capital / Sales (%)	-	18.9	12.9	7.9
Stocks / Sales (%)	-	0.0	3.9	0.0
Sales / Capital Employed	-	4.9	6.4	10.5
Sales / Fixed Assets	-	57.3	36.3	58.4
Creditor Days	-	82	30	24
Asset Utilisation	-	1.05	3.30	3.12
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	42
Return on Capital	22
Pre-tax Profit Margin	13
Return on Investment	12

Liquidity	Position in subsector
Quick Ratio (Acid Test)	52
Current Ratio	55

Gearing	Position in subsector
Total Debt / Net Worth	24
Equity Gearing	68
Income Gearing (Interest Cover)	26

Efficiency	Position in subsector
Debtor Days Outstanding	119
Stocks / Sales	47
Sales / Fixed Assets	15
Asset Utilisation	116

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	95
Pre-tax Profit Growth	32
Total Assets Growth	13
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

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- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Prescient Ltd

Address
48 BRITTON STREET
LONDON
EC1M 5UL

Telephone
02075494700

Fax
02075494747

Trading Activity
Market research consultants.

Main SIC Codes
74130

Directors (as at Jun 2001)
Andrew P. Sawkins
Ian M. Jenkins
Bryan G. Wilsher

Company Secretary
Sarah Fox

Auditors
Haysmacintyre

Date Incorporated
30/05/1997

Registered Number
03378772

Previous Name(s) with date(s) of change
Prescient Research Ltd, 31/01/2000
W2 Research Ltd, 25/06/1997

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	1,792	1,108	415
Pre-tax Profit	343	142	50
Exports			
Non-Trading Income	0	4	
Depreciation	28	18	
Interest Paid	22	15	
Auditors Fees	4	3	
Directors Emoluments	112	164	
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	106	81	
Intangible Assets	0	0	0
Intermediate Assets	0	0	
Total Fixed Assets	106	81	62
Stocks	0	0	2
Trade Debtors	699	363	220
Other Current Assets	51	33	6
Total Current Assets	750	396	228
Total Assets	856	477	290
Trade Creditors	247	143	38
Short-Term Loans	176	90	
Other Current Liabilities	310	151	
Total Current Liabilities	733	384	226
T/Assets - C/Liabilities	123	93	64
Long-Term Loans	46	20	
Other L/Term Liabilities	2	2	
Total Capital & Reserves	75	71	39
Capital Employed	123	93	64
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	36

Performance Analysis

Profitability Ratios		00/01	99/00	98/99	97/98
Return on Total Assets (%)	-		40.1	29.8	25.0
Return on Capital (%)	-		278.9	152.7	112.9
Pre-tax Profit Margin (%)	-		19.2	12.9	12.1
Return on Investment (%)	-		122.1	85.8	-
Rtn. on Total Capital & Reserves (%)	-		457.4	200.0	185.2
Liquidity Ratios					
Quick Ratio (Acid Test)	-		1.03	1.04	1.00
Current Ratio	-		1.03	1.04	1.01
Gearing Ratios					
Total Debt / Net Worth (%)	-		296.0	155.0	-
Equity Gearing (%)	-		9.7	17.5	15.6
Income Gearing (Interest Cover) (%)	-		6.1	9.6	-
Efficiency Ratios					
Debtor Days Outstanding	-		142	120	134
Working Capital / Sales (%)	-		1.0	1.1	0.4
Stocks / Sales (%)	-		0.0	0.0	0.4
Sales / Capital Employed	-		14.6	12.0	9.4
Sales / Fixed Assets	-		17.0	13.7	9.7
Creditor Days	-		50	47	23
Asset Utilisation	-		2.10	2.33	2.07
Employee Performance					
Pay per Employee (£)	-		-	-	-
Profit per £ of Pay (£)	-		-	-	-
Profit per Employee (£)	-		-	-	-
Sales per Employee (£)	-		-	-	-
Capital Employed per Employee (£)	-		-	-	-
Fixed Assets per Employee (£)	-		-	-	-
Pay / Sales (%)	-		-	-	-
Other Ratios					
Exports / Sales (%)	-		-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	14
Return on Capital	6
Pre-tax Profit Margin	11
Return on Investment	8

Liquidity	Position in subsector
Quick Ratio (Acid Test)	79
Current Ratio	84

Gearing	Position in subsector
Total Debt / Net Worth	81
Equity Gearing	88
Income Gearing (Interest Cover)	63

Efficiency	Position in subsector
Debtor Days Outstanding	117
Stocks / Sales	38
Sales / Fixed Assets	70
Asset Utilisation	70

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	8
Pre-tax Profit Growth	11
Total Assets Growth	8
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Produce Studies Ltd

Address NORTHCROFT HOUSE WEST STREET NEWBURY BERKS RG13 1HD	
Telephone 01270536536	
Trading Activity The provision of business consultancy and market research services in the food and agriculture industries.	
Main SIC Codes 74140	
Directors (as at Jun 2001) Richard K. Wood Thomas P. Acton	
Company Secretary Francis Hall	
Auditors Ernst & Young	
Bankers Barclays Bank Plc.	
Date Incorporated 20/08/1965	
Registered Number 00857279	
Previous Name(s) with date(s) of change Produce Management & Marketing Ltd, 24/12/1986	
Holding Company Promar Intl. Ltd	
Ultimate Holding Company Genus PLC	
Main UK Subsidiaries with Turnover	(£'000)
Produce Studies Ltd	6,597

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	6,156	7,515	6,399
Pre-tax Profit	289	411	59
Exports			
Non-Trading Income	-13	22	31
Depreciation	62	81	80
Interest Paid	12	104	74
Auditors Fees	24	24	22
Directors Emoluments	376	517	653
Employee Pay	1,947	2,233	2,181
Number of Employees	89	87	86

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	148	115	149
Intangible Assets	274	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	422	115	149
Stocks	0	0	0
Trade Debtors	1,058	1,628	1,385
Other Current Assets	691	745	908
Total Current Assets	1,749	2,373	2,293
Total Assets	2,171	2,488	2,442
Trade Creditors	304	296	187
Short-Term Loans	851	1,076	1,548
Other Current Liabilities	485	710	607
Total Current Liabilities	1,640	2,082	2,342
T/Assets - C/Liabilities	531	406	100
Long-Term Loans	2	18	18
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	529	388	82
Capital Employed	531	406	100
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Produce Studies Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	13.4	16.6	2.5
Return on Capital (%)	-	54.5	101.3	59.0
Pre-tax Profit Margin (%)	-	4.7	5.5	1.0
Return on Investment (%)	-	21.8	34.8	8.1
Rtn. on Total Capital & Reserves (%)	-	54.7	106.0	72.0
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.07	1.14	0.98
Current Ratio	-	1.07	1.14	0.98
Gearing Ratios				
Total Debt / Net Worth (%)	-	334.6	282.0	1,909.8
Equity Gearing (%)	-	32.3	18.5	3.5
Income Gearing (Interest Cover) (%)	-	4.0	20.2	55.7
Efficiency Ratios				
Debtor Days Outstanding	-	63	79	79
Working Capital / Sales (%)	-	1.8	3.9	-0.7
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	11.6	18.6	64.0
Sales / Fixed Assets	-	41.6	65.4	43.0
Creditor Days	-	18	14	11
Asset Utilisation	-	2.84	3.03	2.63
Employee Performance				
Pay per Employee (£)	-	21,876	25,667	25,360
Profit per £ of Pay (£)	-	0.15	0.19	0.03
Profit per Employee (£)	-	3,247	4,724	686
Sales per Employee (£)	-	69,169	86,379	74,407
Capital Employed per Employee (£)	-	5,966	4,667	1,163
Fixed Assets per Employee (£)	-	1,663	1,322	1,733
Pay / Sales (%)	-	31.7	29.8	34.1
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	58
Return on Capital	44
Pre-tax Profit Margin	68
Return on Investment	65
Liquidity	Position in subsector
Quick Ratio (Acid Test)	75
Current Ratio	80
Gearing	Position in subsector
Total Debt / Net Worth	84
Equity Gearing	58
Income Gearing (Interest Cover)	57
Efficiency	Position in subsector
Debtor Days Outstanding	51
Stocks / Sales	25
Sales / Fixed Assets	23
Asset Utilisation	38
Employee Performance	Position in subsector
Pay per Employee	56
Profit per £ of Pay	52
Sales per Employee	58
Capital Employed per Employee	58
Pay / Sales	41
Growth	Position in subsector
Sales Growth	90
Pre-tax Profit Growth	10
Total Assets Growth	93
Number of Employees Growth	57
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Prognosis Ltd

Address THE STATION STATION ROAD BETCHWORTH SURREY RH3 7BZ
Telephone 01737844244
Fax 01737844151
Trading Activity The provision of pharmaceutical market research and consultancy services. Commenced trading 1.4.96.
Main SIC Codes 74130
Directors (as at Jun 2001) Louise J. Fligelstone Louise P. Thornton
Company Secretary Louise P. Thornton
Auditors Menzies
Date Incorporated 20/03/1996
Registered Number 03177735

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	1,015	1,183	916
Pre-tax Profit	282	344	357
Exports			
Non-Trading Income	3	6	4
Depreciation	19	9	17
Interest Paid	0	0	1
Auditors Fees	4	6	4
Directors Emoluments	253	355	77
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	21	25	48
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	21	25	48
Stocks	0	0	0
Trade Debtors	91	132	241
Other Current Assets	143	193	329
Total Current Assets	234	325	570
Total Assets	255	350	618
Trade Creditors	19	39	53
Short-Term Loans	0	0	46
Other Current Liabilities	124	211	424
Total Current Liabilities	143	250	523
T/Assets - C/Liabilities	112	100	95
Long-Term Loans	0	0	23
Other L/Term Liabilities	2	3	0
Total Capital & Reserves	110	97	72
Capital Employed	112	100	95
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	110.6	98.3	57.8
Return on Capital (%)	-	251.8	344.0	375.8
Pre-tax Profit Margin (%)	-	27.8	29.1	39.0
Return on Investment (%)	-	251.8	344.0	254.0
Rtn. on Total Capital & Reserves (%)	-	256.4	354.7	495.9
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.64	1.31	1.09
Current Ratio	-	1.64	1.31	1.09
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.0	95.9
Equity Gearing (%)	-	75.9	38.4	13.2
Income Gearing (Interest Cover) (%)	-	0.0	0.0	0.3
Efficiency Ratios				
Debtor Days Outstanding	-	33	41	96
Working Capital / Sales (%)	-	9.0	6.4	5.2
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	9.1	11.9	9.7
Sales / Fixed Assets	-	48.4	47.4	19.1
Creditor Days	-	7	12	21
Asset Utilisation	-	3.99	3.38	1.49
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	3
Return on Capital	7
Pre-tax Profit Margin	5
Return on Investment	4

Liquidity	Position in subsector
Quick Ratio (Acid Test)	22
Current Ratio	25

Gearing	Position in subsector
Total Debt / Net Worth	12
Equity Gearing	28
Income Gearing (Interest Cover)	12

Efficiency	Position in subsector
Debtor Days Outstanding	13
Stocks / Sales	26
Sales / Fixed Assets	19
Asset Utilisation	8

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	79
Pre-tax Profit Growth	55
Total Assets Growth	105
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Public Attitude Surveys Ltd

Address WEMBLEY POINT HARROW ROAD WEMBLEY MIDDLESEX HA9 6DE
Telephone 02087823000
Fax 02089001500
Trading Activity The provision of marketing, industrial and social research services.
Main SIC Codes 74130
Directors (as at Jun 2001) Stephen M. Factor David Soulsby
Company Secretary Robert D. McLaurin
Auditors Arthur Andersen
Date Incorporated 05/01/1979
Registered Number 01407911
Previous Name(s) with date(s) of change Public Attitude Surveys Research Ltd, 21/02/1989
Holding Company Public Attitude Surveys Hldgs. Ltd
Ultimate Holding Company Nfo Worldwide Inc.
Main UK Subsidiaries with Turnover (£'000) Infratest Burke Core Co. Ltd System Three (Scotland) Ltd

Profit & Loss

Date of Accounts	31/12/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Sales	7,830	7,680	3,344
Pre-tax Profit	-215	151	65
Exports			
Non-Trading Income	6	27	6
Depreciation	178	72	35
Interest Paid	0	0	2
Auditors Fees	0	12	10
Directors Emoluments	42	430	360
Employee Pay	2,884	2,203	1,091
Number of Employees	479	435	131

Balance Sheet

Date of Accounts	31/12/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Tangible Fixed Assets	330	330	169
Intangible Assets	0	0	0
Intermediate Assets	1	1	1
<i>Total Fixed Assets</i>	331	331	170
Stocks	0	0	0
Trade Debtors	2,646	2,510	2,339
Other Current Assets	6,982	1,143	372
<i>Total Current Assets</i>	9,628	3,653	2,711
Total Assets	9,959	3,984	2,881
Trade Creditors	170	159	226
Short-Term Loans	7,623	1,273	12
Other Current Liabilities	2,275	2,446	2,424
<i>Total Current Liabilities</i>	10,068	3,878	2,662
T/Assets - C/Liabilities	-109	106	219
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	60
Total Capital & Reserves	-109	106	159
Capital Employed	-109	106	219
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	65	52	26

Public Attitude Surveys Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-1.7	3.8	4.6
Return on Capital (%)	-	^	142.5	59.4
Pre-tax Profit Margin (%)	-	-2.7	2.0	2.0
Return on Investment (%)	-	-2.2	11.0	58.1
Rtn. on Total Capital & Reserves (%)	-	^	142.5	81.8
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.96	0.95	1.02
Current Ratio	-	0.96	0.95	1.02
Gearing Ratios				
Total Debt / Net Worth (%)	-	^	1,201.0	7.6
Equity Gearing (%)	-	-1.0	2.8	5.9
Income Gearing (Interest Cover) (%)	-	^	0.0	3.0
Efficiency Ratios				
Debtor Days Outstanding	-	154	119	128
Working Capital / Sales (%)	-	-7.0	-2.9	0.8
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	^	72.5	30.6
Sales / Fixed Assets	-	19.0	23.3	39.4
Creditor Days	-	10	8	12
Asset Utilisation	-	0.63	1.93	2.33
Employee Performance				
Pay per Employee (£)	-	4,817	5,064	16,656
Profit per £ of Pay (£)	-	-0.07	0.07	0.06
Profit per Employee (£)	-	-359	347	992
Sales per Employee (£)	-	13,077	17,655	51,053
Capital Employed per Employee (£)	-	-228	244	1,672
Fixed Assets per Employee (£)	-	689	759	1,290
Pay / Sales (%)	-	36.9	28.7	32.7
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	101
Return on Capital	-
Pre-tax Profit Margin	104
Return on Investment	93

Liquidity	Position in subsector
Quick Ratio (Acid Test)	87
Current Ratio	97

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	104
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	118
Stocks / Sales	27
Sales / Fixed Assets	58
Asset Utilisation	119

Employee Performance	Position in subsector
Pay per Employee	86
Profit per £ of Pay	77
Sales per Employee	87
Capital Employed per Employee	80
Pay / Sales	28

Growth	Position in subsector
Sales Growth	92
Pre-tax Profit Growth	-
Total Assets Growth	6
Number of Employees Growth	6
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Putnam Investments Ltd

Address 10-12 CORK STREET LONDON W1X 1PD
Telephone 02074391391
Fax 02074341958
Trading Activity The provision of investment related market research and economic forecasts.
Main SIC Codes 74130
Directors (as at Jun 2001) David B. Edlin John Boneparth Thomas V. Reilly David G. G. Puddle
Company Secretary Jane N. Barlow
Auditors Deloitte & Touche
Date Incorporated 02/03/1982
Registered Number 01619244
Previous Name(s) with date(s) of change Putnam Europe Ltd., 24/03/2000 Putnam Advisory Co. Ltd, 19/03/1993 Putnam International Advisors Ltd, 07/01/1991 Primlife Ltd, 17/05/1982
Holding Company Putnam Advisory Co. Inc.
Ultimate Holding Company Marsh & McLennan Cos Inc.

Profit & Loss

Date of Accounts	31/12/2000	* year analysed in League Tables		
		31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Sales	28,500	36,680	21,403	14,133
Pre-tax Profit	5,440	6,876	4,040	2,528
Exports				
Non-Trading Income	170	416	432	217
Depreciation	182	50	47	32
Interest Paid	0	0	0	0
Auditors Fees	16	15	14	11
Directors Emoluments	464	799	2,294	1,936
Employee Pay	1,056	1,034	1,024	777
Number of Employees	20	14	14	12

Balance Sheet

Date of Accounts	31/12/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	1,638	932	136	149
Intangible Assets	0	0	0	0
Intermediate Assets	0	0	0	0
Total Fixed Assets	1,638	932	136	149
Stocks	0	0	0	0
Trade Debtors	3,671	11,176	2,274	1,154
Other Current Assets	12,697	5,673	7,052	5,532
Total Current Assets	16,368	16,849	9,326	6,686
Total Assets	18,006	17,781	9,462	6,835
Trade Creditors	0	0	0	0
Short-Term Loans	0	3,093	155	1,088
Other Current Liabilities	3,190	3,432	2,837	2,090
Total Current Liabilities	3,190	6,525	2,992	3,178
T/Assets - C/Liabilities	14,816	11,256	6,470	3,657
Long-Term Loans	0	0	0	0
Other L/Term Liabilities	142	145	145	91
Total Capital & Reserves	14,674	11,111	6,325	3,566
Capital Employed	14,816	11,256	6,470	3,657
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Putnam Investments Ltd

Performance Analysis

Profitability Ratios		00/01	99/00	98/99	97/98
Return on Total Assets (%)		30.3	38.7	42.7	37.0
Return on Capital (%)		36.8	61.1	62.5	69.2
Pre-tax Profit Margin (%)		19.1	18.8	18.9	17.9
Return on Investment (%)		36.8	48.0	61.0	53.3
Rtn. on Total Capital & Reserves (%)		37.1	61.9	63.9	70.9
Liquidity Ratios					
Quick Ratio (Acid Test)		5.14	2.59	3.12	2.11
Current Ratio		5.14	2.59	3.12	2.11
Gearing Ratios					
Total Debt / Net Worth (%)		0.0	27.9	2.5	30.6
Equity Gearing (%)		440.4	166.6	201.7	109.1
Income Gearing (Interest Cover) (%)		0.0	0.0	0.0	0.0
Efficiency Ratios					
Debtor Days Outstanding		47	111	39	30
Working Capital / Sales (%)		46.3	28.2	29.6	24.9
Stocks / Sales (%)		0.0	0.0	0.0	0.0
Sales / Capital Employed		2.0	3.3	3.4	3.9
Sales / Fixed Assets		17.4	39.4	157.4	94.9
Creditor Days		0	0	0	0
Asset Utilisation		1.59	2.07	2.27	2.07
Employee Performance					
Pay per Employee (£)		52,800	73,857	73,143	64,750
Profit per £ of Pay (£)		5.16	6.65	3.95	3.26
Profit per Employee (£)		272,000	491,143	288,571	210,667
Sales per Employee (£)		1,425,000	2,620,000	1,528,786	1,177,750
Capital Employed per Employee (£)		740,800	804,000	462,143	304,750
Fixed Assets per Employee (£)		81,900	66,571	9,714	12,417
Pay / Sales (%)		3.8	2.9	4.8	5.5
Other Ratios					
Exports / Sales (%)		-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	15
Return on Capital	39
Pre-tax Profit Margin	12
Return on Investment	31

Liquidity	Position in subsector
Quick Ratio (Acid Test)	6
Current Ratio	6

Gearing	Position in subsector
Total Debt / Net Worth	49
Equity Gearing	5
Income Gearing (Interest Cover)	8

Efficiency	Position in subsector
Debtor Days Outstanding	108
Stocks / Sales	28
Sales / Fixed Assets	25
Asset Utilisation	73

Employee Performance	Position in subsector
Pay per Employee	2
Profit per £ of Pay	3
Sales per Employee	2
Capital Employed per Employee	1
Pay / Sales	89

Growth	Position in subsector
Sales Growth	9
Pre-tax Profit Growth	16
Total Assets Growth	15
Number of Employees Growth	42
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

P W Market Research Group Ltd

Address

1-2 Wynyatt Street
London
EC1V 7HT

Trading Activity

A group engaged in market research.

Main SIC Codes

74130

Directors (as at Jun 2001)

Adrian G. Chedore
Alan Walters
Douglas R. Flynn
Jeremy D. Hicks
Patricia Dowding
Peter D. Chopra
Steven W. Hales
Thomas H. Payne
William Pegram

Company Secretary

Patricia Dowding

Auditors

Lee Associates

Bankers

Royal Bank Of Scot

Date Incorporated

22/10/1992

Registered Number

02758193

Previous Name(s) with date(s) of change

P W Business Group Ltd, 06/10/1993

Main UK Subsidiaries with Turnover (£'000)

Pegram Walters Ltd 2,612
Pegram Walters Intl. Ltd 2,028

Profit & Loss

Date of Accounts	30/04/2000	30/04/1999	30/04/1998
	£000s	£000s	£000s
Sales	4,042	4,969	5,966
Pre-tax Profit	-10	67	59
Exports	0	790	1,338
Non-Trading Income	1	21	2
Depreciation	63	80	96
Interest Paid	25	15	17
Auditors Fees	11	11	10
Directors Emoluments	203	403	567
Employee Pay	1,055	1,655	1,800
Number of Employees	37	52	78

Balance Sheet

Date of Accounts	30/04/2000	30/04/1999	30/04/1998
	£000s	£000s	£000s
Tangible Fixed Assets	230	290	345
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	230	290	345
Stocks	255	45	29
Trade Debtors	670	1,091	1,847
Other Current Assets	218	283	233
Total Current Assets	1,143	1,419	2,109
Total Assets	1,373	1,709	2,454
Trade Creditors	651	816	1,118
Short-Term Loans	146	109	92
Other Current Liabilities	536	709	703
Total Current Liabilities	1,333	1,634	1,913
T/Assets - C/Liabilities	40	75	541
Long-Term Loans	0	0	51
Other L/Term Liabilities	14	13	40
Total Capital & Reserves	26	62	450
Capital Employed	40	75	541
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios		00/01	99/00	98/99	97/98
Return on Total Assets (%)	-		-0.7	4.0	2.5
Return on Capital (%)	-		-25.0	89.4	11.0
Pre-tax Profit Margin (%)	-		-0.2	1.4	1.0
Return on Investment (%)	-		8.1	44.6	12.1
Rtn. on Total Capital & Reserves (%)	-		-38.4	108.1	13.2
Liquidity Ratios					
Quick Ratio (Acid Test)	-		0.67	0.85	1.09
Current Ratio	-		0.86	0.87	1.11
Gearing Ratios					
Total Debt / Net Worth (%)	-		561.6	175.9	31.8
Equity Gearing (%)	-		2.0	3.8	22.5
Income Gearing (Interest Cover) (%)	-		166.7	18.3	22.4
Efficiency Ratios					
Debtor Days Outstanding	-		61	80	113
Working Capital / Sales (%)	-		-4.7	-4.3	3.3
Stocks / Sales (%)	-		6.4	1.0	0.5
Sales / Capital Employed	-		101.1	66.3	11.1
Sales / Fixed Assets	-		17.6	17.2	17.3
Creditor Days	-		59	60	68
Asset Utilisation	-		2.95	2.91	2.44
Employee Performance					
Pay per Employee (£)	-		28,514	31,827	23,077
Profit per £ of Pay (£)	-		0.00	0.05	0.04
Profit per Employee (£)	-		-270	1,288	756
Sales per Employee (£)	-		109,243	95,558	76,487
Capital Employed per Employee (£)	-		1,081	1,442	6,936
Fixed Assets per Employee (£)	-		6,216	5,577	4,423
Pay / Sales (%)	-		26.2	33.4	30.2
Other Ratios					
Exports / Sales (%)	-		0.0	15.9	22.5

League Table Positions

Profitability		Position in subsector
Return on Total Assets		98
Return on Capital		100
Pre-tax Profit Margin		98
Return on Investment		82
Liquidity		Position in subsector
Quick Ratio (Acid Test)		102
Current Ratio		101
Gearing		Position in subsector
Total Debt / Net Worth		90
Equity Gearing		100
Income Gearing (Interest Cover)		88
Efficiency		Position in subsector
Debtor Days Outstanding		47
Stocks / Sales		102
Sales / Fixed Assets		64
Asset Utilisation		29
Employee Performance		Position in subsector
Pay per Employee		36
Profit per £ of Pay		72
Sales per Employee		32
Capital Employed per Employee		74
Pay / Sales		60
Growth		Position in subsector
Sales Growth		100
Pre-tax Profit Growth		-
Total Assets Growth		101
Number of Employees Growth		73
Exports Growth		36

Special Notes

During year end 30.4.99 the group sold it's television and broadcasting research business.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Quadrangle Research Ltd

Address
BUTLERS WHARF BUILDING
36 SHAD THAMES
LONDON
SE1 2YE

Telephone
02073579919

Fax
02073579773

Trading Activity
Qualitative and quantitative research.
Commenced trading April 1997.

Main SIC Codes
74130

Directors (as at Jun 2001)
John Gambles
Simon L. Lidington

Company Secretary
Paul G. Retout

Auditors
Grant Thornton

Bankers
Royal Bank Of Scot

Date Incorporated
17/07/1996

Registered Number
03225912

Holding Company
Quadrangle Gp. Hldgs. Ltd

Ultimate Holding Company
Quadrangle Gp. Hldgs. Ltd

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	1,131	1,176	602
Pre-tax Profit	-545	-61	-4
Exports			
Non-Trading Income	0	0	0
Depreciation	17	6	0
Interest Paid	0	0	0
Auditors Fees	0	5	2
Directors Emoluments	0	0	76
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	47	62	0
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	47	62	0
Stocks	0	0	0
Trade Debtors	82	108	51
Other Current Assets	837	615	99
Total Current Assets	919	723	150
Total Assets	966	785	150
Trade Creditors	117	34	16
Short-Term Loans	1,362	743	81
Other Current Liabilities	97	73	57
Total Current Liabilities	1,576	850	154
T/Assets - C/Liabilities	-610	-65	-4
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	-610	-65	-4
Capital Employed	-610	-65	-4
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	39

Quadrangle Research Ltd

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	-56.4	-7.7	-3.5
Return on Capital (%)	-	^	^	^
Pre-tax Profit Margin (%)	-	-48.1	-5.1	-0.6
Return on Investment (%)	-	-72.4	-8.9	-6.9
Rtn. on Total Capital & Reserves (%)	-	^	^	^
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.59	0.86	0.98
Current Ratio	-	0.59	0.86	0.98
Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	^
Equity Gearing (%)	-	-38.7	-7.6	-2.5
Income Gearing (Interest Cover) (%)	-	^	^	^
Efficiency Ratios				
Debtor Days Outstanding	-	26	34	23
Working Capital / Sales (%)	-	-58.0	-10.7	-0.4
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	^	^	^
Sales / Fixed Assets	-	24.1	19.0	^
Creditor Days	-	38	11	7
Asset Utilisation	-	1.18	1.50	5.36
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	117
Return on Capital	-
Pre-tax Profit Margin	119
Return on Investment	107

Liquidity	Position in subsector
Quick Ratio (Acid Test)	109
Current Ratio	114

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	115
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	8
Stocks / Sales	29
Sales / Fixed Assets	47
Asset Utilisation	112

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	44
Pre-tax Profit Growth	-
Total Assets Growth	3
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Quality Medical Field Ltd

Address
40 WARREN ROAD
GUILDFORD
SURREY
GU1 2HE

Telephone
01483536116

Trading Activity
The provision of market research services to the medical industry.

Main SIC Codes
74130

Directors (as at Jun 2001)
Anna M. T. Neuhold
Maria Sheppard

Company Secretary
Maria Sheppard

Auditors
Lever Bros. & Co

Date Incorporated
22/12/1994

Registered Number
03004732

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	627	527	449
Pre-tax Profit	80	71	75
Exports			
Non-Trading Income			
Depreciation			
Interest Paid			
Auditors Fees			
Directors Emoluments			
Employee Pay	110	87	79
Number of Employees	3	2	2

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets			
Intangible Assets	0	0	0
Intermediate Assets			
Total Fixed Assets	6	4	2
Stocks	73	5	0
Trade Debtors	65	38	41
Other Current Assets	49	28	14
Total Current Assets	187	71	55
Total Assets	193	75	57
Trade Creditors	48	10	24
Short-Term Loans			
Other Current Liabilities			
Total Current Liabilities	181	67	49
T/Assets - C/Liabilities	12	8	8
Long-Term Loans			
Other L/Term Liabilities			
Total Capital & Reserves	12	8	8
Capital Employed	12	8	8
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Quality Medical Field Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	41.5	94.7	131.6
Return on Capital (%)	-	666.7	887.6	937.6
Pre-tax Profit Margin (%)	-	12.8	13.5	16.8
Return on Investment (%)	-	-	-	-
Rtn. on Total Capital & Reserves (%)	-	666.7	887.6	937.6
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.63	0.99	1.13
Current Ratio	-	1.04	1.06	1.13
Gearing Ratios				
Total Debt / Net Worth (%)	-	-	-	-
Equity Gearing (%)	-	6.7	12.0	16.4
Income Gearing (Interest Cover) (%)	-	-	-	-
Efficiency Ratios				
Debtor Days Outstanding	-	38	26	33
Working Capital / Sales (%)	-	1.0	0.8	1.4
Stocks / Sales (%)	-	11.7	1.0	0.0
Sales / Capital Employed	-	52.3	65.9	56.2
Sales / Fixed Assets	-	104.6	131.8	224.6
Creditor Days	-	28	7	20
Asset Utilisation	-	3.25	7.03	7.88
Employee Performance				
Pay per Employee (£)	-	36,667	43,500	39,500
Profit per £ of Pay (£)	-	0.73	0.82	0.95
Profit per Employee (£)	-	26,667	35,500	37,500
Sales per Employee (£)	-	209,000	263,500	224,500
Capital Employed per Employee (£)	-	4,000	4,000	4,000
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	17.6	16.6	17.6
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	11
Return on Capital	3
Pre-tax Profit Margin	30
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	106
Current Ratio	82

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	91
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	16
Stocks / Sales	115
Sales / Fixed Assets	5
Asset Utilisation	25

Employee Performance	Position in subsector
Pay per Employee	18
Profit per £ of Pay	11
Sales per Employee	10
Capital Employed per Employee	68
Pay / Sales	81

Growth	Position in subsector
Sales Growth	45
Pre-tax Profit Growth	44
Total Assets Growth	7
Number of Employees Growth	21
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Reflexions Market Research Ltd

Address
7 KING ST
LONDON
WC2E 8HN

Telephone
02078311604

Fax
02078310398

Trading Activity
The supply of market research consultancy services.

Main SIC Codes
74130

Directors (as at Jun 2001)
John I. Siddall

Company Secretary
Claire Mackenzie

Auditors
Howard Nichols & Co

Date Incorporated
07/02/1979

Registered Number
01413688

Profit & Loss

Date of Accounts	* year analysed in League Tables			
	28/02/2001	29/02/2000	28/02/1999	28/02/1998
	£000s	£000s	£000s	£000s
Sales		933	529	386
Pre-tax Profit		139	27	-28
Exports				
Non-Trading Income				
Depreciation				
Interest Paid				
Auditors Fees				
Directors Emoluments				
Employee Pay				
Number of Employees				

Balance Sheet

Date of Accounts	28/02/2001	29/02/2000	28/02/1999	28/02/1998
	£000s	£000s	£000s	£000s
Tangible Fixed Assets				
Intangible Assets	0	0	0	0
Intermediate Assets				
Total Fixed Assets	48	47	55	44
Stocks	33	12	0	19
Trade Debtors	114	92	44	18
Other Current Assets	1	82	48	43
Total Current Assets	148	186	92	80
Total Assets	196	233	147	124
Trade Creditors	193	35	43	64
Short-Term Loans				
Other Current Liabilities				
Total Current Liabilities	193	146	138	142
T/Assets - C/Liabilities	3	87	9	-18
Long-Term Loans				
Other L/Term Liabilities				
Total Capital & Reserves	-31	43	-46	-70
Capital Employed	3	87	9	-18
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 29/02/2000 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	59.7	18.4	-22.5
Return on Capital (%)	-	159.8	300.0	^
Pre-tax Profit Margin (%)	-	14.9	5.2	-7.2
Return on Investment (%)	-	-	-	-
Rtn. on Total Capital & Reserves (%)	-	323.3	^	^
Liquidity Ratios				
Quick Ratio (Acid Test)	0.60	1.20	0.67	0.43
Current Ratio	0.77	1.28	0.67	0.57
Gearing Ratios				
Total Debt / Net Worth (%)	-	-	-	-
Equity Gearing (%)	-13.6	22.7	-23.8	-36.0
Income Gearing (Interest Cover) (%)	-	-	-	-
Efficiency Ratios				
Debtor Days Outstanding	-	36	30	17
Working Capital / Sales (%)	-	4.3	-8.6	-16.0
Stocks / Sales (%)	-	1.3	0.0	5.0
Sales / Capital Employed	-	10.8	58.8	^
Sales / Fixed Assets	-	19.9	9.7	8.8
Creditor Days	-	14	30	61
Asset Utilisation	-	4.01	3.60	3.12
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

	Position in subsector
Profitability	
Return on Total Assets	6
Return on Capital	10
Pre-tax Profit Margin	20
Return on Investment	-
Liquidity	
Quick Ratio (Acid Test)	57
Current Ratio	54
Gearing	
Total Debt / Net Worth	-
Equity Gearing	72
Income Gearing (Interest Cover)	-
Efficiency	
Debtor Days Outstanding	15
Stocks / Sales	70
Sales / Fixed Assets	56
Asset Utilisation	7
Employee Performance	
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-
Growth	
Sales Growth	10
Pre-tax Profit Growth	-
Total Assets Growth	27
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

The Research Business International Ltd

Address
Holford Mews
London
WC1X 9HD

Telephone
020 7837 2821

Trading Activity
Market research. Recommenced trading during y/e 31.3.00.

Main SIC Codes
74130

Directors (as at Jun 2001)
Alison Leith
Angela J. Fox
Anna Moody
Anne Coveney
Caroline J. Noon
Chris Bates
Claire L. Labrum
David Skelsey
Deborah McCrudden
Elizabeth Salmon

Company Secretary
Ian M. Taylorson

Auditors
Deloitte & Touche

Bankers
Royal Bank Of Scot

Date Incorporated
03/02/1986

Registered Number
01985368

Previous Name(s) with date(s) of change
Trbi Ltd, 08/04/1999
Research Business International Ltd (The), 03/04/1997
Research Business International Ltd, 24/03/1986

Ultimate Holding Company
Maritz Inc.

Profit & Loss

Date of Accounts	31/03/2000
	£000s
Sales	15,001
Pre-tax Profit	92
Exports	5,715
Non-Trading Income	16
Depreciation	0
Interest Paid	22
Auditors Fees	0
Directors Emoluments	1,379
Employee Pay	3,846
Number of Employees	88

Balance Sheet

Date of Accounts	31/03/2000
	£000s
Tangible Fixed Assets	0
Intangible Assets	0
Intermediate Assets	0
<i>Total Fixed Assets</i>	<i>0</i>
Stocks	0
Trade Debtors	0
Other Current Assets	64
<i>Total Current Assets</i>	<i>64</i>
Total Assets	64
Trade Creditors	0
Short-Term Loans	0
Other Current Liabilities	0
<i>Total Current Liabilities</i>	<i>0</i>
T/Assets - C/Liabilities	64
Long-Term Loans	0
Other L/Term Liabilities	0
Total Capital & Reserves	64
Capital Employed	64
Type of Accounts	<i>Unconsolidated</i>
Number of weeks	52

The Research Business International Ltd

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	143.8	-	-
Return on Capital (%)	-	143.8	-	-
Pre-tax Profit Margin (%)	-	0.7	-	-
Return on Investment (%)	-	178.2	-	-
Rtn. on Total Capital & Reserves (%)	-	143.8	-	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	^	-	-
Current Ratio	-	^	-	-
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	-	-
Equity Gearing (%)	-	^	-	-
Income Gearing (Interest Cover) (%)	-	19.3	-	-
Efficiency Ratios				
Debtor Days Outstanding	-	0	-	-
Working Capital / Sales (%)	-	0.5	-	-
Stocks / Sales (%)	-	0.0	-	-
Sales / Capital Employed	-	234.4	-	-
Sales / Fixed Assets	-	^	-	-
Creditor Days	-	0	-	-
Asset Utilisation	-	234.40	-	-
Employee Performance				
Pay per Employee (£)	-	43,705	-	-
Profit per £ of Pay (£)	-	0.03	-	-
Profit per Employee (£)	-	1,045	-	-
Sales per Employee (£)	-	170,466	-	-
Capital Employed per Employee (£)	-	727	-	-
Fixed Assets per Employee (£)	-	0	-	-
Pay / Sales (%)	-	25.7	-	-
Other Ratios				
Exports / Sales (%)	-	38.1	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	2
Return on Capital	13
Pre-tax Profit Margin	92
Return on Investment	6

Liquidity	Position in subsector
Quick Ratio (Acid Test)	-
Current Ratio	-

Gearing	Position in subsector
Total Debt / Net Worth	21
Equity Gearing	-
Income Gearing (Interest Cover)	77

Efficiency	Position in subsector
Debtor Days Outstanding	3
Stocks / Sales	51
Sales / Fixed Assets	-
Asset Utilisation	1

Employee Performance	Position in subsector
Pay per Employee	11
Profit per £ of Pay	65
Sales per Employee	14
Capital Employed per Employee	77
Pay / Sales	62

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

The Research Department Ltd

Address
FINANCIAL RESEARCH CENTRE
HADDENHAM BUSINESS PARK
HADDENHAM
AYLESBURY
BUCKINGHAMSHIRE
HP17 8LJ

Telephone
01844295400

Fax
01844295555

Trading Activity
The provision of research data and consultancy services to the financial services industry.

Main SIC Codes
74130

Directors (as at Jun 2001)
David Lee
Mark E. Hayes-Newington
Alastair H. Whitehead
Harish Ramchandani

Company Secretary
Harish Ramchandani

Auditors
Pricewaterhousecoopers

Date Incorporated
09/11/1993

Registered Number
02870220

Holding Company
The Indpndt. Research Gp. Ltd

Ultimate Holding Company
The Indpndt. Research Gp. Ltd

Profit & Loss

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Sales	3,667	3,050	2,605
Pre-tax Profit	606	716	452
Exports	0	0	0
Non-Trading Income	-389	-220	-116
Depreciation	188	154	129
Interest Paid	18	19	29
Auditors Fees	18	18	15
Directors Emoluments	337	320	300
Employee Pay	1,364	1,067	909
Number of Employees	54	41	34

Balance Sheet

Date of Accounts	31/03/2000	31/03/1999	31/03/1998
	£000s	£000s	£000s
Tangible Fixed Assets	528	233	266
Intangible Assets	923	705	635
Intermediate Assets	0	0	244
Total Fixed Assets	1,451	938	1,145
Stocks	0	0	0
Trade Debtors	522	410	468
Other Current Assets	1,909	1,453	952
Total Current Assets	2,431	1,863	1,420
Total Assets	3,882	2,801	2,565
Trade Creditors	313	222	206
Short-Term Loans	1,395	1,081	1,041
Other Current Liabilities	1,411	1,010	1,274
Total Current Liabilities	3,119	2,313	2,521
T/Assets - C/Liabilities	763	488	44
Long-Term Loans	126	5	43
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	637	483	1
Capital Employed	763	488	44
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

The Research Department Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	15.7	25.6	17.7
Return on Capital (%)	-	79.5	146.8	1,027.3
Pre-tax Profit Margin (%)	-	16.6	23.5	17.4
Return on Investment (%)	-	29.0	46.9	44.4
Rtn. on Total Capital & Reserves (%)	-	95.2	148.3	45,200.0
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.78	0.81	0.57
Current Ratio	-	0.78	0.81	0.57
Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	^
Equity Gearing (%)	-	19.7	20.9	0.1
Income Gearing (Interest Cover) (%)	-	2.9	2.6	6.1
Efficiency Ratios				
Debtor Days Outstanding	-	52	49	66
Working Capital / Sales (%)	-	-18.7	-14.7	-42.2
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	4.9	6.3	59.3
Sales / Fixed Assets	-	7.0	13.1	5.2
Creditor Days	-	31	27	29
Asset Utilisation	-	0.95	1.09	1.02
Employee Performance				
Pay per Employee (£)	-	25,259	26,024	26,735
Profit per £ of Pay (£)	-	0.45	0.68	0.50
Profit per Employee (£)	-	11,222	17,463	13,294
Sales per Employee (£)	-	67,907	74,390	76,618
Capital Employed per Employee (£)	-	14,130	11,902	1,294
Fixed Assets per Employee (£)	-	9,778	5,683	7,824
Pay / Sales (%)	-	37.2	35.0	34.9
Other Ratios				
Exports / Sales (%)	-	0.0	0.0	0.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	51
Return on Capital	31
Pre-tax Profit Margin	14
Return on Investment	50

Liquidity	Position in subsector
Quick Ratio (Acid Test)	96
Current Ratio	107

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	77
Income Gearing (Interest Cover)	51

Efficiency	Position in subsector
Debtor Days Outstanding	35
Stocks / Sales	34
Sales / Fixed Assets	102
Asset Utilisation	117

Employee Performance	Position in subsector
Pay per Employee	47
Profit per £ of Pay	24
Sales per Employee	59
Capital Employed per Employee	33
Pay / Sales	25

Growth	Position in subsector
Sales Growth	42
Pre-tax Profit Growth	31
Total Assets Growth	40
Number of Employees Growth	18
Exports Growth	-

Special Notes

Symbols

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This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Research International Ltd

Address RESEARCH HOUSE DOVER INDUSTRIAL ESTATE 1 BUSH PARK PLYMOUTH DEVON PL6 7RG
Telephone 01752795555
Fax 01752766755
Trading Activity The provision of services as a market research agency.
Main SIC Codes 74130
Directors (as at Jun 2001) Colin J. Evans Colin S. Buckingham David B. Bayton Gayle Moberg James Briggs Jane Burrows Julia Kaye Mark A. Kingsbury Penelope J. Gwilliam Per K. Orr
Company Secretary Colin J. Evans
Auditors Arthur Andersen
Bankers Barclays Bank Plc.
Date Incorporated 23/10/1944
Registered Number 00390593
Previous Name(s) with date(s) of change Research International UK Ltd, 11/06/1991 Rbl (Research International) Ltd, 07/04/1987
Holding Company Research Intl. Gp. Ltd
Ultimate Holding Company Wpp Gp. Plc.
Main UK Subsidiaries with Turnover (£'000) Qru Ltd R.I. Specialist Units Ltd World Research Intl. Ltd Research Resources Ltd Research Bureau Ltd Ri Consumer Division Ltd Research Bureau (Research Intl.) Ltd Marplan Ltd Research Intl. Technical Systems Ltd Space Research Intl. Ltd

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	60,558	62,504	52,601
Pre-tax Profit	5,159	6,226	5,959
Exports			20,044
Non-Trading Income	105	93	217
Depreciation	1,040	743	641
Interest Paid	40	5	52
Auditors Fees	15	27	21
Directors Emoluments	1,628	1,851	2,211
Employee Pay	12,760	13,374	13,390
Number of Employees	434	419	411

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	3,343	3,300	2,392
Intangible Assets	0	0	0
Intermediate Assets	2,132	2,047	2,057
Total Fixed Assets	5,475	5,347	4,449
Stocks	3,230	3,732	3,774
Trade Debtors	13,599	15,963	13,420
Other Current Assets	9,741	8,110	7,677
Total Current Assets	26,570	27,805	24,871
Total Assets	32,045	33,152	29,320
Trade Creditors	3,918	4,597	3,014
Short-Term Loans	2,644	4,429	3,906
Other Current Liabilities	11,341	15,143	16,128
Total Current Liabilities	17,903	24,169	23,048
T/Assets - C/Liabilities	14,142	8,983	6,272
Long-Term Loans	0	0	0
Other L/Term Liabilities	353	391	225
Total Capital & Reserves	13,789	8,592	6,047
Capital Employed	14,142	8,983	6,272
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Research International Ltd

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	16.1	18.8	20.4
Return on Capital (%)	-	36.5	69.4	95.1
Pre-tax Profit Margin (%)	-	8.6	10.0	11.4
Return on Investment (%)	-	31.0	46.5	59.1
Rtn. on Total Capital & Reserves (%)	-	37.5	72.5	98.6
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.31	1.00	0.92
Current Ratio	-	1.49	1.16	1.08
Gearing Ratios				
Total Debt / Net Worth (%)	-	19.2	51.6	64.6
Equity Gearing (%)	-	75.6	35.0	26.0
Income Gearing (Interest Cover) (%)	-	0.8	0.1	0.9
Efficiency Ratios				
Debtor Days Outstanding	-	82	93	93
Working Capital / Sales (%)	-	14.4	5.9	3.5
Stocks / Sales (%)	-	5.4	6.0	7.2
Sales / Capital Employed	-	4.3	7.0	8.4
Sales / Fixed Assets	-	11.1	11.7	11.9
Creditor Days	-	24	27	21
Asset Utilisation	-	1.89	1.89	1.80
Employee Performance				
Pay per Employee (£)	-	29,401	31,919	32,579
Profit per £ of Pay (£)	-	0.41	0.47	0.45
Profit per Employee (£)	-	11,887	14,859	14,499
Sales per Employee (£)	-	139,535	149,174	127,983
Capital Employed per Employee (£)	-	32,585	21,439	15,260
Fixed Assets per Employee (£)	-	7,703	7,876	5,820
Pay / Sales (%)	-	21.1	21.4	25.5
Other Ratios				
Exports / Sales (%)	-	-	-	38.2

League Table Positions

Profitability		Position in subsector
Return on Total Assets		49
Return on Capital		59
Pre-tax Profit Margin		43
Return on Investment		48
Liquidity		Position in subsector
Quick Ratio (Acid Test)		49
Current Ratio		39
Gearing		Position in subsector
Total Debt / Net Worth		41
Equity Gearing		30
Income Gearing (Interest Cover)		38
Efficiency		Position in subsector
Debtor Days Outstanding		83
Stocks / Sales		100
Sales / Fixed Assets		86
Asset Utilisation		78
Employee Performance		Position in subsector
Pay per Employee		28
Profit per £ of Pay		28
Sales per Employee		22
Capital Employed per Employee		15
Pay / Sales		76
Growth		Position in subsector
Sales Growth		68
Pre-tax Profit Growth		51
Total Assets Growth		73
Number of Employees Growth		53
Exports Growth		-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Research & Marketing Ltd

Address TREFOR HOUSE OCEAN PARK CARDIFF SOUTH GLAMORGAN CF24 5RE
Telephone 02920435800
Fax 02920483540
Trading Activity Market research specialists, consultants and advisors.
Main SIC Codes 74130

Directors (as at Jun 2001) David Harrison Jane Foley Sheila S. Jones
--

Company Secretary Sheila S. Jones

Auditors Hodge & Co

Date Incorporated 11/10/1971
--

Registered Number 01026815

Previous Name(s) with date(s) of change Research & Marketing Wales & The West Ltd, 30/07/1991 Inter-City Sales & Merchandising Ltd, 31/12/1981

Holding Company Research & Mktg. (Hldgs.) Ltd

Ultimate Holding Company Research & Mktg. (Hldgs.) Ltd
--

Profit & Loss

Date of Accounts	30/09/1999 £000s	30/09/1998 £000s	30/09/1997 £000s
Sales	1,843	1,767	1,945
Pre-tax Profit	41	87	75
Exports			
Non-Trading Income	2	0	0
Depreciation	23	22	27
Interest Paid	4	5	6
Auditors Fees	5	5	7
Directors Emoluments	50	52	77
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	30/09/1999 £000s	30/09/1998 £000s	30/09/1997 £000s
Tangible Fixed Assets	171	149	120
Intangible Assets	0	0	0
Intermediate Assets	4	4	4
Total Fixed Assets	175	153	124
Stocks	25	28	49
Trade Debtors	327	324	331
Other Current Assets	27	30	8
Total Current Assets	379	382	388
Total Assets	554	535	512
Trade Creditors	112	85	47
Short-Term Loans	54	50	130
Other Current Liabilities	83	131	141
Total Current Liabilities	249	266	318
T/Assets - C/Liabilities	305	269	194
Long-Term Loans	4	4	2
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	301	265	192
Capital Employed	305	269	194
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	78

Research & Marketing Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	7.5	16.3	9.8
Return on Capital (%)	-	13.5	32.4	25.8
Pre-tax Profit Margin (%)	-	2.3	5.0	3.9
Return on Investment (%)	-	12.6	28.9	16.7
Rtn. on Total Capital & Reserves (%)	-	13.7	32.9	26.1
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.43	1.34	1.07
Current Ratio	-	1.53	1.44	1.23
Gearing Ratios				
Total Debt / Net Worth (%)	-	19.3	20.4	68.8
Equity Gearing (%)	-	119.0	98.2	60.0
Income Gearing (Interest Cover) (%)	-	8.9	5.5	7.5
Efficiency Ratios				
Debtor Days Outstanding	-	65	67	93
Working Capital / Sales (%)	-	7.1	6.6	5.4
Stocks / Sales (%)	-	1.4	1.6	3.8
Sales / Capital Employed	-	6.1	6.6	6.7
Sales / Fixed Assets	-	10.6	11.6	10.5
Creditor Days	-	22	18	13
Asset Utilisation	-	3.33	3.31	2.54
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	74
Return on Capital	89
Pre-tax Profit Margin	78
Return on Investment	77
Liquidity	Position in subsector
Quick Ratio (Acid Test)	39
Current Ratio	34
Gearing	Position in subsector
Total Debt / Net Worth	42
Equity Gearing	12
Income Gearing (Interest Cover)	67
Efficiency	Position in subsector
Debtor Days Outstanding	56
Stocks / Sales	73
Sales / Fixed Assets	89
Asset Utilisation	21
Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-
Growth	Position in subsector
Sales Growth	43
Pre-tax Profit Growth	54
Total Assets Growth	77
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

The Research Partnership Ltd.

Address
45 Seagrave Road
London
SW6 1SB

Telephone
020 73856222

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Mark A. Jeffery
Mary Assimakopoulos

Company Secretary
Mark A. Jeffery

Auditors
Munslow Messias

Bankers
National Westminster Bank Plc.

Date Incorporated
10/04/1997

Registered Number
03350410

Profit & Loss

Date of Accounts	30/04/2000	30/04/1999
	£000s	£000s
Sales	1,580	890
Pre-tax Profit	250	453
Exports	1,464	783
Non-Trading Income	17	8
Depreciation	2	0
Interest Paid	0	0
Auditors Fees	3	1
Directors Emoluments	365	6
Employee Pay		
Number of Employees		

Balance Sheet

Date of Accounts	30/04/2000	30/04/1999
	£000s	£000s
Tangible Fixed Assets	5	1
Intangible Assets	0	0
Intermediate Assets	0	0
<i>Total Fixed Assets</i>	<i>5</i>	<i>1</i>
Stocks	79	20
Trade Debtors	283	78
Other Current Assets	728	466
<i>Total Current Assets</i>	<i>1,090</i>	<i>564</i>
Total Assets	1,095	565
Trade Creditors	136	13
Short-Term Loans	62	152
Other Current Liabilities	419	102
<i>Total Current Liabilities</i>	<i>617</i>	<i>267</i>
T/Assets - C/Liabilities	478	298
Long-Term Loans	0	0
Other L/Term Liabilities	0	0
Total Capital & Reserves	478	298
Capital Employed	478	298
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52

The Research Partnership Ltd.

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	22.9	80.2	-
Return on Capital (%)	-	52.4	152.1	-
Pre-tax Profit Margin (%)	-	15.9	50.9	-
Return on Investment (%)	-	46.3	100.7	-
Rtn. on Total Capital & Reserves (%)	-	52.4	152.1	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.64	2.04	-
Current Ratio	-	1.77	2.12	-
Gearing Ratios				
Total Debt / Net Worth (%)	-	13.0	51.1	-
Equity Gearing (%)	-	77.5	111.7	-
Income Gearing (Interest Cover) (%)	-	0.0	0.0	-
Efficiency Ratios				
Debtor Days Outstanding	-	65	32	-
Working Capital / Sales (%)	-	30.0	33.4	-
Stocks / Sales (%)	-	5.0	2.3	-
Sales / Capital Employed	-	3.4	3.0	-
Sales / Fixed Assets	-	316.0	890.0	-
Creditor Days	-	31	5	-
Asset Utilisation	-	1.45	1.58	-
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	92.7	88.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	34
Return on Capital	45
Pre-tax Profit Margin	18
Return on Investment	32
Liquidity	Position in subsector
Quick Ratio (Acid Test)	21
Current Ratio	20
Gearing	Position in subsector
Total Debt / Net Worth	39
Equity Gearing	26
Income Gearing (Interest Cover)	19
Efficiency	Position in subsector
Debtor Days Outstanding	53
Stocks / Sales	97
Sales / Fixed Assets	2
Asset Utilisation	100
Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-
Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Romtec PLC

Address ADDRESS 1 VANWALL ROAD MAIDENHEAD BERKSHIRE SL6 4UB	
Telephone 01628770077	
Fax 01628785433	
Trading Activity A group engaged in the provision of market research and direct marketing services.	
Main SIC Codes 74130	
Directors (as at Jun 2001) Christopher L. Gilbert Janet C. Weldon Mark S. F. Vaygelt Maureen V. Burke Russell V. Nathan	
Company Secretary Christopher L. Gilbert	
Auditors Pricewaterhousecoopers	
Bankers Barclays Bank Plc.	
Date Incorporated 08/02/1982	
Registered Number 01612174	
Holding Company Total Research Acquisitions Ltd	
Main UK Subsidiaries with Turnover Romtec-Gfk Ltd	(£'000) 861

Profit & Loss

Date of Accounts	31/01/2000	31/01/1999	31/01/1998
	£000s	£000s	£000s
Sales	4,101	3,901	4,217
Pre-tax Profit	331	274	311
Exports	1,677	1,479	1,468
Non-Trading Income	30	38	39
Depreciation	118	106	113
Interest Paid	0	0	0
Auditors Fees	23	21	21
Directors Emoluments	294	307	279
Employee Pay	2,019	1,959	2,095
Number of Employees	158	141	162

Balance Sheet

Date of Accounts	31/01/2000	31/01/1999	31/01/1998
	£000s	£000s	£000s
Tangible Fixed Assets	285	294	316
Intangible Assets	16	21	27
Intermediate Assets	0	0	0
Total Fixed Assets	301	315	343
Stocks	20	23	5
Trade Debtors	1,099	681	633
Other Current Assets	1,143	906	990
Total Current Assets	2,262	1,610	1,628
Total Assets	2,563	1,925	1,971
Trade Creditors	320	182	287
Short-Term Loans	0	0	0
Other Current Liabilities	1,231	818	810
Total Current Liabilities	1,551	1,000	1,097
T/Assets - C/Liabilities	1,012	925	874
Long-Term Loans	0	0	0
Other L/Term Liabilities	10	10	7
Total Capital & Reserves	1,002	915	867
Capital Employed	1,012	925	874
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	13.0	14.3	15.8
Return on Capital (%)	-	32.8	29.7	35.6
Pre-tax Profit Margin (%)	-	8.1	7.1	7.4
Return on Investment (%)	-	32.8	29.7	35.6
Rtn. on Total Capital & Reserves (%)	-	33.1	30.0	35.9
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.45	1.59	1.48
Current Ratio	-	1.46	1.62	1.49
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	0.0	0.0
Equity Gearing (%)	-	64.2	90.6	78.6
Income Gearing (Interest Cover) (%)	-	0.0	0.0	0.0
Efficiency Ratios				
Debtor Days Outstanding	-	98	64	55
Working Capital / Sales (%)	-	17.4	15.7	12.6
Stocks / Sales (%)	-	0.5	0.6	0.2
Sales / Capital Employed	-	4.1	4.3	4.9
Sales / Fixed Assets	-	14.4	13.3	13.4
Creditor Days	-	28	17	25
Asset Utilisation	-	1.61	2.03	2.14
Employee Performance				
Pay per Employee (£)	-	12,778	13,894	12,932
Profit per £ of Pay (£)	-	0.17	0.14	0.15
Profit per Employee (£)	-	2,095	1,943	1,920
Sales per Employee (£)	-	25,956	27,667	26,031
Capital Employed per Employee (£)	-	6,405	6,560	5,395
Fixed Assets per Employee (£)	-	1,804	2,085	1,951
Pay / Sales (%)	-	49.3	50.3	49.7
Other Ratios				
Exports / Sales (%)	-	40.9	38.0	34.9

League Table Positions

	Position in subsector
Profitability	
Return on Total Assets	60
Return on Capital	63
Pre-tax Profit Margin	47
Return on Investment	46
Liquidity	
Quick Ratio (Acid Test)	36
Current Ratio	41
Gearing	
Total Debt / Net Worth	7
Equity Gearing	40
Income Gearing (Interest Cover)	9
Efficiency	
Debtor Days Outstanding	100
Stocks / Sales	61
Sales / Fixed Assets	75
Asset Utilisation	93
Employee Performance	
Pay per Employee	75
Profit per £ of Pay	50
Sales per Employee	80
Capital Employed per Employee	57
Pay / Sales	10
Growth	
Sales Growth	87
Pre-tax Profit Growth	43
Total Assets Growth	56
Number of Employees Growth	64
Exports Growth	18

Special Notes

1998 PBT includes 50k exceptional income.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Roper Starch Worldwide Ltd

Address
CYGNET HOUSE
45-47 HIGH STREET
LEATHERHEAD
SURREY
KT22 8AG
Telephone
01372386777
Fax
01372378759
Trading Activity
Market research consultants. Commenced trading 1.1.95.
Main SIC Codes
74130
Directors (as at Jun 2001)
Edward B. Parker
Helen M. Coulson
Nicholas J. Tanner
Steven Thomson
Thomas A. W. Miller
Edward B. Keller
Company Secretary
Nicholas J. Tanner
Auditors
Mri Moores Rowland
Date Incorporated
04/07/1994
Registered Number
02945135
Previous Name(s) with date(s) of change
Parker Tanner Ltd, 02/10/2000
Ultimate Holding Company
Roper Starch Worldwide Inc.

Profit & Loss

Date of Accounts	11/08/2000	* year analysed in League Tables		
		31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Sales	1,198	1,697	1,814	1,628
Pre-tax Profit	53	112	177	102
Exports	198	243	148	410
Non-Trading Income	4	7	6	6
Depreciation	15	26	21	13
Interest Paid	1	2	1	1
Auditors Fees	5	6	6	6
Directors Emoluments	139	228	230	224
Employee Pay				375
Number of Employees				12

Balance Sheet

Date of Accounts	11/08/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	61	67	63	37
Intangible Assets	0	0	0	0
Intermediate Assets	0	0	0	0
<i>Total Fixed Assets</i>	61	67	63	37
Stocks	231	69	71	152
Trade Debtors	426	337	316	311
Other Current Assets	187	149	215	110
<i>Total Current Assets</i>	844	555	602	573
Total Assets	905	622	665	610
Trade Creditors	247	81	126	227
Short-Term Loans	6	15	14	26
Other Current Liabilities	493	206	203	144
<i>Total Current Liabilities</i>	746	302	343	397
T/Assets - C/Liabilities	159	320	322	213
Long-Term Loans	0	1	12	0
Other L/Term Liabilities	0	0	0	0
Total Capital & Reserves	159	319	310	213
Capital Employed	159	320	322	213
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	32	52	52	52

* The Company’s accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Roper Starch Worldwide Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	9.6	18.1	26.7	16.8
Return on Capital (%)	54.2	35.0	55.0	47.9
Pre-tax Profit Margin (%)	4.5	6.6	9.8	6.3
Return on Investment (%)	53.2	34.1	53.0	43.1
Rtn. on Total Capital & Reserves (%)	54.2	35.2	57.1	47.9

Liquidity Ratios	00/01	99/00	98/99	97/98
Quick Ratio (Acid Test)	0.83	1.61	1.55	1.07
Current Ratio	1.14	1.84	1.76	1.45

Gearing Ratios	00/01	99/00	98/99	97/98
Total Debt / Net Worth (%)	3.8	5.1	8.4	12.3
Equity Gearing (%)	21.4	105.3	87.4	53.7
Income Gearing (Interest Cover) (%)	1.9	1.8	0.6	1.0

Efficiency Ratios	00/01	99/00	98/99	97/98
Debtor Days Outstanding	80	72	64	70
Working Capital / Sales (%)	5.1	15.0	14.3	10.9
Stocks / Sales (%)	11.9	4.1	4.0	9.4
Sales / Capital Employed	12.3	5.4	5.7	7.7
Sales / Fixed Assets	32.0	25.4	28.8	44.0
Creditor Days	46	17	25	51
Asset Utilisation	2.16	2.73	2.73	2.67

Employee Performance	00/01	99/00	98/99	97/98
Pay per Employee (£)	-	-	-	31,250
Profit per £ of Pay (£)	-	-	-	0.28
Profit per Employee (£)	-	-	-	8,500
Sales per Employee (£)	-	-	-	135,667
Capital Employed per Employee (£)	-	-	-	17,750
Fixed Assets per Employee (£)	-	-	-	3,083
Pay / Sales (%)	-	-	-	23.1

Other Ratios	00/01	99/00	98/99	97/98
Exports / Sales (%)	16.6	14.4	8.2	25.2

League Table Positions

Profitability	Position in subsector
Return on Total Assets	45
Return on Capital	62
Pre-tax Profit Margin	55
Return on Investment	43

Liquidity	Position in subsector
Quick Ratio (Acid Test)	23
Current Ratio	18

Gearing	Position in subsector
Total Debt / Net Worth	31
Equity Gearing	16
Income Gearing (Interest Cover)	46

Efficiency	Position in subsector
Debtor Days Outstanding	67
Stocks / Sales	91
Sales / Fixed Assets	45
Asset Utilisation	41

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	84
Pre-tax Profit Growth	41
Total Assets Growth	85
Number of Employees Growth	-
Exports Growth	27

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Sample Surveys Ltd

Address MOUNT OFFHAM OFFHAM WEST MALLING KENT ME19 5PG	
Telephone 01732874450	
Fax 01732875100	
Trading Activity Market research consultants.	
Main SIC Codes 74130	
Directors (as at Jun 2001) Helen L. Turner Michael C. Thompson Michelle Norman	
Company Secretary Michael D. Gordon	
Auditors K.N. Martin & Co	
Bankers National Westminster Bank Plc.	
Date Incorporated 03/08/1973	
Registered Number 01126638	
Main UK Subsidiaries with Turnover (£'000) Customer Care Analysis Ltd	

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	5,452	5,374	4,930
Pre-tax Profit	706	307	87
Exports			
Non-Trading Income	401	3	1
Depreciation	189	156	125
Interest Paid	19	32	42
Auditors Fees	4	3	3
Directors Emoluments	427	494	678
Employee Pay	1,721	1,787	1,716
Number of Employees			

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	723	657	608
Intangible Assets	0	0	0
Intermediate Assets	74	25	25
<i>Total Fixed Assets</i>	<u>797</u>	682	633
Stocks	0	0	0
Trade Debtors	905	828	639
Other Current Assets	187	49	166
<i>Total Current Assets</i>	<u>1,092</u>	877	805
Total Assets	1,889	1,559	1,438
Trade Creditors	184	177	130
Short-Term Loans	94	63	71
Other Current Liabilities	456	831	861
<i>Total Current Liabilities</i>	<u>734</u>	1,071	1,062
T/Assets - C/Liabilities	<u>1,155</u>	488	376
Long-Term Loans	159	155	236
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	996	333	140
Capital Employed	<u>1,155</u>	488	376
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	37.4	19.7	6.1
Return on Capital (%)	-	61.2	63.0	23.2
Pre-tax Profit Margin (%)	-	13.0	5.8	1.8
Return on Investment (%)	-	58.1	61.6	28.9
Rtn. on Total Capital & Reserves (%)	-	70.9	92.2	62.2

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.49	0.82	0.76
Current Ratio	-	1.49	0.82	0.76

Gearing Ratios				
Total Debt / Net Worth (%)	-	25.5	65.5	219.3
Equity Gearing (%)	-	111.6	27.2	10.8
Income Gearing (Interest Cover) (%)	-	2.7	9.5	32.6

Efficiency Ratios				
Debtor Days Outstanding	-	61	56	47
Working Capital / Sales (%)	-	6.6	-3.6	-5.2
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	4.8	11.1	13.2
Sales / Fixed Assets	-	6.9	7.9	7.8
Creditor Days	-	12	12	10
Asset Utilisation	-	2.89	3.45	3.43

Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	0.42	0.18	0.06
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	31.6	33.3	34.9

Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	16
Return on Capital	38
Pre-tax Profit Margin	28
Return on Investment	23

Liquidity	Position in subsector
Quick Ratio (Acid Test)	31
Current Ratio	40

Gearing	Position in subsector
Total Debt / Net Worth	48
Equity Gearing	15
Income Gearing (Interest Cover)	49

Efficiency	Position in subsector
Debtor Days Outstanding	46
Stocks / Sales	30
Sales / Fixed Assets	103
Asset Utilisation	34

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	27
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	42

Growth	Position in subsector
Sales Growth	76
Pre-tax Profit Growth	7
Total Assets Growth	51
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

S G A Research International Ltd

Address
The Old Town Hall
4 Queens Road, Wimbledon
London
SW19 8YB

Telephone
020 88793443

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
David Errington
Jonathan Rimmer
Judy S. Ovens
Robert J. Dance
Sheela Smale
Simon C. V. Godfrey
Susan E. Lancashire
Jonathan Wilkinson

Company Secretary
Colin J. Evans

Auditors
Arthur Andersen

Date Incorporated
13/10/1997

Registered Number
03448833

Previous Name(s) with date(s) of change
Simon Godfrey Associates Ltd, 16/10/2000
Templeco 373 Ltd, 29/10/1997

Holding Company
Beaumont Square

Ultimate Holding Company
Wpp Gp. Plc.

Profit & Loss

Date of Accounts	31/12/2000	* year analysed in League Tables	
		31/12/1999	31/12/1998
	£000s	£000s	£000s
Sales	6,683	7,691	11,506
Pre-tax Profit	488	758	1,015
Exports	2,304	2,768	4,596
Non-Trading Income	-93	-140	-193
Depreciation	58	83	137
Interest Paid	0	0	3
Auditors Fees	16	30	17
Directors Emoluments	405	439	530
Employee Pay	934	994	1,205
Number of Employees	35	36	37

Balance Sheet

Date of Accounts	31/12/2000	31/12/1999	31/12/1998
	£000s	£000s	£000s
Tangible Fixed Assets	109	101	169
Intangible Assets	210	420	631
Intermediate Assets	0	0	0
Total Fixed Assets	319	521	800
Stocks	1,230	1,087	2,330
Trade Debtors	1,280	1,413	1,974
Other Current Assets	4,072	2,680	1,823
Total Current Assets	6,582	5,180	6,127
Total Assets	6,901	5,701	6,927
Trade Creditors	1,249	861	1,270
Short-Term Loans	983	879	1,135
Other Current Liabilities	2,544	2,324	3,379
Total Current Liabilities	4,776	4,064	5,784
T/Assets - C/Liabilities	2,125	1,637	1,143
Long-Term Loans	0	0	264
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	2,125	1,637	879
Capital Employed	2,125	1,637	1,143
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	63

* The Company’s accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

S G A Research International Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	7.1	13.3	12.1	-
Return on Capital (%)	23.0	46.4	73.3	-
Pre-tax Profit Margin (%)	7.4	9.9	8.9	-
Return on Investment (%)	15.8	30.2	36.9	-
Rtn. on Total Capital & Reserves (%)	23.0	46.4	95.4	-
Liquidity Ratios				
Quick Ratio (Acid Test)	1.13	1.01	0.66	-
Current Ratio	1.38	1.28	1.06	-
Gearing Ratios				
Total Debt / Net Worth (%)	51.4	72.3	564.2	-
Equity Gearing (%)	44.5	40.3	14.6	-
Income Gearing (Interest Cover) (%)	0.0	0.0	0.3	-
Efficiency Ratios				
Debtor Days Outstanding	70	67	76	-
Working Capital / Sales (%)	27.1	14.6	3.7	-
Stocks / Sales (%)	18.5	14.2	24.6	-
Sales / Capital Employed	3.2	4.7	8.4	-
Sales / Fixed Assets	61.4	76.2	56.2	-
Creditor Days	68	41	49	-
Asset Utilisation	0.97	1.35	1.38	-
Employee Performance				
Pay per Employee (£)	26,686	27,611	26,881	-
Profit per £ of Pay (£)	0.53	0.77	0.85	-
Profit per Employee (£)	13,943	21,056	22,643	-
Sales per Employee (£)	190,943	213,639	256,676	-
Capital Employed per Employee (£)	60,714	45,472	30,892	-
Fixed Assets per Employee (£)	3,114	2,806	4,568	-
Pay / Sales (%)	14.0	13.0	10.5	-
Other Ratios				
Exports / Sales (%)	34.5	36.0	40.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	59
Return on Capital	48
Pre-tax Profit Margin	39
Return on Investment	49
Liquidity	Position in subsector
Quick Ratio (Acid Test)	82
Current Ratio	53
Gearing	Position in subsector
Total Debt / Net Worth	65
Equity Gearing	54
Income Gearing (Interest Cover)	21
Efficiency	Position in subsector
Debtor Days Outstanding	59
Stocks / Sales	117
Sales / Fixed Assets	9
Asset Utilisation	103
Employee Performance	Position in subsector
Pay per Employee	40
Profit per £ of Pay	10
Sales per Employee	8
Capital Employed per Employee	9
Pay / Sales	86
Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Sitel Europe Ltd

Address

Merit House,
Timothy’S Bridge Road,
Stratford-Upon-Avon,
Warwicks.
CV37 9HY

Trading Activity

A group engaged in the provision of telemarketing services.

Main SIC Codes

74130
74840

Directors (as at Jun 2001)

Ian Ford
Ian P. Winham
James E. Stevenson

Company Secretary

Charles R. Horton

Auditors

Kpmg

Bankers

Royal Bank Of Scot

Date Incorporated

12/10/1992

Registered Number

02756274

Previous Name(s) with date(s) of change

Sitel Europe PLC, 07/03/2001
Sitel (Europe) PLC, 21/10/1996
Mitre PLC, 24/09/1996

Holding Company

Sitel International Inc.

Ultimate Holding Company

Sitel Corp.

Main UK Subsidiaries with Turnover (£’000)

Sitel UK Ltd	64,190
Sitel Consulting Ltd	3,648
Sitel Moor Park (Srvc.) Ltd	881
B’s Telemarketing Ltd	
Sitel Stratford Ltd	
Sitel Moor Park Ltd	
Sitel Kingston Ltd	
The L&R Gp. Ltd	

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	123,448	97,231	90,549
Pre-tax Profit	-1,294	-3,265	7,564
Exports			
Non-Trading Income	439	537	108
Depreciation	7,223	6,426	4,717
Interest Paid	1,820	1,684	624
Auditors Fees	104	110	88
Directors Emoluments	183	840	764
Employee Pay	60,934	47,467	37,779
Number of Employees	3,953	3,304	2,585

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	21,989	26,868	24,089
Intangible Assets	8,798	9,206	8,068
Intermediate Assets	64	28	213
Total Fixed Assets	30,851	36,102	32,370
Stocks	0	0	0
Trade Debtors	29,382	27,435	19,376
Other Current Assets	21,585	15,508	21,208
Total Current Assets	50,967	42,943	40,584
Total Assets	81,818	79,045	72,954
Trade Creditors	7,812	6,958	5,777
Short-Term Loans	23,791	19,070	10,582
Other Current Liabilities	15,632	12,710	20,330
Total Current Liabilities	47,235	38,738	36,689
T/Assets - C/Liabilities	34,583	40,307	36,265
Long-Term Loans	15,070	16,421	6,306
Other L/Term Liabilities	56	2,585	59
Total Capital & Reserves	19,457	21,301	29,900
Capital Employed	34,583	40,307	36,265
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-1.5	-4.1	10.4
Return on Capital (%)	-	-3.7	-8.1	20.9
Pre-tax Profit Margin (%)	-	-1.0	-3.3	8.4
Return on Investment (%)	-	1.0	-2.6	17.5
Rtn. on Total Capital & Reserves (%)	-	-6.6	-15.3	25.3
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.08	1.11	1.11
Current Ratio	-	1.08	1.11	1.11
Gearing Ratios				
Total Debt / Net Worth (%)	-	364.6	293.5	77.4
Equity Gearing (%)	-	31.3	36.9	69.5
Income Gearing (Interest Cover) (%)	-	346.1	^	7.7
Efficiency Ratios				
Debtor Days Outstanding	-	87	103	78
Working Capital / Sales (%)	-	3.1	4.4	4.4
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	3.6	2.5	2.5
Sales / Fixed Assets	-	5.6	3.7	3.8
Creditor Days	-	23	26	23
Asset Utilisation	-	1.51	1.24	1.25
Employee Performance				
Pay per Employee (£)	-	15,415	14,367	14,615
Profit per £ of Pay (£)	-	-0.02	-0.06	0.21
Profit per Employee (£)	-	-327	-988	2,926
Sales per Employee (£)	-	31,229	29,428	35,029
Capital Employed per Employee (£)	-	8,749	12,199	14,029
Fixed Assets per Employee (£)	-	5,563	8,132	9,319
Pay / Sales (%)	-	49.4	48.9	41.8
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	100
Return on Capital	97
Pre-tax Profit Margin	100
Return on Investment	90
Liquidity	Position in subsector
Quick Ratio (Acid Test)	73
Current Ratio	79
Gearing	Position in subsector
Total Debt / Net Worth	86
Equity Gearing	59
Income Gearing (Interest Cover)	89
Efficiency	Position in subsector
Debtor Days Outstanding	90
Stocks / Sales	31
Sales / Fixed Assets	111
Asset Utilisation	97
Employee Performance	Position in subsector
Pay per Employee	73
Profit per £ of Pay	75
Sales per Employee	77
Capital Employed per Employee	47
Pay / Sales	9
Growth	Position in subsector
Sales Growth	46
Pre-tax Profit Growth	-
Total Assets Growth	66
Number of Employees Growth	19
Exports Growth	-

Special Notes

1999 PBT includes 2.539m exceptional write off of aborted software costs. (1998 PBT=3.396m excpl restructuring costs).

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

S M C Field Marketing Ltd

Address
BRB HOUSE 180 HIGH STREET
EGHAM
SURREY
TW20 9DN

Trading Activity
Field marketing. Commenced trading 18.1.99.

Main SIC Codes
74130

Directors (as at Jun 2001)
Andrew K. Shipton
Nicholas R. Messer

Company Secretary
Nicholas R. Messer

Auditors
Wilkins Kennedy

Date Incorporated
04/12/1998

Registered Number
03679137

Previous Name(s) with date(s) of change
Ironguard Ltd, 05/01/1999

Profit & Loss

Date of Accounts	31/03/2000
	£000s
Sales	1,180
Pre-tax Profit	16
Exports	0
Non-Trading Income	0
Depreciation	5
Interest Paid	0
Auditors Fees	4
Directors Emoluments	55
Employee Pay	333
Number of Employees	74

Balance Sheet

Date of Accounts	31/03/2000
	£000s
Tangible Fixed Assets	20
Intangible Assets	0
Intermediate Assets	0
<i>Total Fixed Assets</i>	<i>20</i>
Stocks	0
Trade Debtors	164
Other Current Assets	70
<i>Total Current Assets</i>	<i>234</i>
Total Assets	254
Trade Creditors	90
Short-Term Loans	0
Other Current Liabilities	150
<i>Total Current Liabilities</i>	<i>240</i>
T/Assets - C/Liabilities	14
Long-Term Loans	0
Other L/Term Liabilities	0
Total Capital & Reserves	14
Capital Employed	14
Type of Accounts	<i>Unconsolidated</i>
Number of weeks	62

S M C Field Marketing Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	5.3	-	-
Return on Capital (%)	-	95.9	-	-
Pre-tax Profit Margin (%)	-	1.4	-	-
Return on Investment (%)	-	95.9	-	-
Rtn. on Total Capital & Reserves (%)	-	95.9	-	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.98	-	-
Current Ratio	-	0.98	-	-
Gearing Ratios				
Total Debt / Net Worth (%)	-	0.0	-	-
Equity Gearing (%)	-	5.9	-	-
Income Gearing (Interest Cover) (%)	-	0.0	-	-
Efficiency Ratios				
Debtor Days Outstanding	-	60	-	-
Working Capital / Sales (%)	-	-0.6	-	-
Stocks / Sales (%)	-	0.0	-	-
Sales / Capital Employed	-	70.7	-	-
Sales / Fixed Assets	-	49.5	-	-
Creditor Days	-	33	-	-
Asset Utilisation	-	3.90	-	-
Employee Performance				
Pay per Employee (£)	-	3,774	-	-
Profit per £ of Pay (£)	-	0.05	-	-
Profit per Employee (£)	-	181	-	-
Sales per Employee (£)	-	13,374	-	-
Capital Employed per Employee (£)	-	189	-	-
Fixed Assets per Employee (£)	-	270	-	-
Pay / Sales (%)	-	28.3	-	-
Other Ratios				
Exports / Sales (%)	-	0.0	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	86
Return on Capital	21
Pre-tax Profit Margin	89
Return on Investment	11
Liquidity	Position in subsector
Quick Ratio (Acid Test)	86
Current Ratio	95
Gearing	Position in subsector
Total Debt / Net Worth	20
Equity Gearing	94
Income Gearing (Interest Cover)	30
Efficiency	Position in subsector
Debtor Days Outstanding	45
Stocks / Sales	50
Sales / Fixed Assets	18
Asset Utilisation	11
Employee Performance	Position in subsector
Pay per Employee	88
Profit per £ of Pay	63
Sales per Employee	88
Capital Employed per Employee	81
Pay / Sales	52
Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Specialist Field Resources Ltd

Address
Kilmuir House
Depot Road
Epsom
Surrey
KT1 74R

Trading Activity
The provision of market research fieldwork.

Main SIC Codes
74130

Directors (as at Jun 2001)
Antony B. Cowling
Martin S. C. Frame

Company Secretary
John Stobart

Auditors
Pricewaterhousecoopers

Date Incorporated
04/04/1991

Registered Number
02597974

Previous Name(s) with date(s) of change
Dailymajor Ltd, 13/08/1991

Ultimate Holding Company
Taylor Nelson Sofres PLC

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	7,518	6,531	7,137
Pre-tax Profit	809	702	687
Exports	0	0	0
Non-Trading Income	0	0	0
Depreciation	0	0	0
Interest Paid	0	0	0
Auditors Fees	0	0	0
Directors Emoluments	0	0	0
Employee Pay			
Number of Employees	2	2	2

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	0	0	0
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	0	0	0
Stocks	0	0	0
Trade Debtors	0	0	0
Other Current Assets	525	2,368	1,666
Total Current Assets	525	2,368	1,666
Total Assets	525	2,368	1,666
Trade Creditors	0	0	0
Short-Term Loans	265	2,145	50
Other Current Liabilities	244	216	217
Total Current Liabilities	509	2,361	267
T/Assets - C/Liabilities	16	7	1,399
Long-Term Loans	0	0	0
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	16	7	1,399
Capital Employed	16	7	1,399
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Specialist Field Resources Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	154.1	29.7	41.3
Return on Capital (%)	-	5,056.3	10,028.6	49.2
Pre-tax Profit Margin (%)	-	10.8	10.8	9.7
Return on Investment (%)	-	288.0	32.7	47.5
Rtn. on Total Capital & Reserves (%)	-	5,056.3	10,028.6	49.2

Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.04	1.01	6.24
Current Ratio	-	1.04	1.01	6.24

Gearing Ratios				
Total Debt / Net Worth (%)	-	1,656.3	30,642.9	3.6
Equity Gearing (%)	-	3.2	0.3	524.0
Income Gearing (Interest Cover) (%)	-	0.0	0.0	0.0

Efficiency Ratios				
Debtor Days Outstanding	-	0	0	0
Working Capital / Sales (%)	-	0.3	0.2	19.7
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	469.9	933.0	5.2
Sales / Fixed Assets	-	^	^	^
Creditor Days	-	0	0	0
Asset Utilisation	-	14.33	2.76	4.29

Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	404,500	351,000	343,500
Sales per Employee (£)	-	3,759,000	3,265,500	3,568,500
Capital Employed per Employee (£)	-	8,000	3,500	699,500
Fixed Assets per Employee (£)	-	0	0	0
Pay / Sales (%)	-	-	-	-

Other Ratios				
Exports / Sales (%)	-	0.0	0.0	0.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	1
Return on Capital	2
Pre-tax Profit Margin	35
Return on Investment	2

Liquidity	Position in subsector
Quick Ratio (Acid Test)	77
Current Ratio	83

Gearing	Position in subsector
Total Debt / Net Worth	95
Equity Gearing	98
Income Gearing (Interest Cover)	10

Efficiency	Position in subsector
Debtor Days Outstanding	2
Stocks / Sales	32
Sales / Fixed Assets	-
Asset Utilisation	2

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	1
Capital Employed per Employee	50
Pay / Sales	-

Growth	Position in subsector
Sales Growth	81
Pre-tax Profit Growth	34
Total Assets Growth	107
Number of Employees Growth	62
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Springboard Marketing Ltd

Address
1 TONBRIDGE CHAMBERS
PEMBURY ROAD
TONBRIDGE
KENT
TN9 2HZ

Telephone
01732363399

Fax
01732352304

Trading Activity
Marketing, market research and management consultants.

Main SIC Codes
74130

Directors (as at Jun 2001)
Andrew C. Harfoot

Company Secretary
Carol A. Harfoot

Auditors
Buckland Steadman & Roberts

Bankers
Lloyds Bank Plc.

Date Incorporated
28/01/1992

Registered Number
02681867

Previous Name(s) with date(s) of change
Battle Bull Enterprises Ltd, 20/06/1992
Springboard Marketing Ltd, 25/03/1992
Battle Bull Enterprises Ltd, 17/03/1992

Profit & Loss

Date of Accounts	30/04/2000	30/04/1999	30/04/1998
	£000s	£000s	£000s
Sales	746	893	1,101
Pre-tax Profit	16	-14	58
Exports	0	0	0
Non-Trading Income	0	2	2
Depreciation	30	32	36
Interest Paid	1	2	6
Auditors Fees	3	3	2
Directors Emoluments	117	119	105
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	30/04/2000	30/04/1999	30/04/1998
	£000s	£000s	£000s
Tangible Fixed Assets	55	61	81
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
Total Fixed Assets	55	61	81
Stocks	6	4	4
Trade Debtors	90	192	165
Other Current Assets	98	36	193
Total Current Assets	194	232	362
Total Assets	249	293	443
Trade Creditors	57	94	89
Short-Term Loans	2	6	14
Other Current Liabilities	98	105	197
Total Current Liabilities	157	205	300
T/Assets - C/Liabilities	92	88	143
Long-Term Loans	2	5	3
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	90	83	140
Capital Employed	92	88	143
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Springboard Marketing Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	6.5	-4.7	13.1
Return on Capital (%)	-	17.4	-15.9	40.6
Pre-tax Profit Margin (%)	-	2.2	-1.5	5.3
Return on Investment (%)	-	18.1	-12.7	40.8
Rtn. on Total Capital & Reserves (%)	-	17.8	-16.8	41.5
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.20	1.12	1.20
Current Ratio	-	1.24	1.14	1.21
Gearing Ratios				
Total Debt / Net Worth (%)	-	4.5	13.3	12.2
Equity Gearing (%)	-	56.7	39.6	46.3
Income Gearing (Interest Cover) (%)	-	5.9	^	9.4
Efficiency Ratios				
Debtor Days Outstanding	-	44	78	55
Working Capital / Sales (%)	-	5.0	3.1	5.7
Stocks / Sales (%)	-	0.9	0.5	0.4
Sales / Capital Employed	-	8.2	10.2	7.7
Sales / Fixed Assets	-	13.6	14.7	13.6
Creditor Days	-	28	38	30
Asset Utilisation	-	3.00	3.05	2.49
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	0.0	0.0	0.0

League Table Positions

Profitability	Position in subsector
Return on Total Assets	80
Return on Capital	85
Pre-tax Profit Margin	81
Return on Investment	73
Liquidity	Position in subsector
Quick Ratio (Acid Test)	56
Current Ratio	59
Gearing	Position in subsector
Total Debt / Net Worth	28
Equity Gearing	43
Income Gearing (Interest Cover)	62
Efficiency	Position in subsector
Debtor Days Outstanding	24
Stocks / Sales	64
Sales / Fixed Assets	82
Asset Utilisation	28
Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-
Growth	Position in subsector
Sales Growth	101
Pre-tax Profit Growth	70
Total Assets Growth	102
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Strategic Marketing & Research Consultants Ltd

Address
17-19 St. George Street,
Norwich
NR3 1AB

Trading Activity
Marketing and research consultants.

Main SIC Codes
74130

Directors (as at Jun 2001)
Judith Munby
Roger J. Munby

Company Secretary
Judith Munby

Auditors
Rostron & Partners

Date Incorporated
07/11/1984

Registered Number
01861883

Profit & Loss

Date of Accounts	31/05/2000	31/05/1999	31/05/1998
	£000s	£000s	£000s
Sales	546	465	346
Pre-tax Profit	-23	15	23
Exports			
Non-Trading Income	0	0	
Depreciation	8	12	
Interest Paid	5	7	
Auditors Fees	2	2	
Directors Emoluments	70	68	
Employee Pay			
Number of Employees			

Balance Sheet

Date of Accounts	31/05/2000	31/05/1999	31/05/1998
	£000s	£000s	£000s
Tangible Fixed Assets	58	53	
Intangible Assets	15	17	20
Intermediate Assets	0	0	
Total Fixed Assets	73	70	76
Stocks	50	58	55
Trade Debtors	64	55	55
Other Current Assets	16	6	6
Total Current Assets	130	119	116
Total Assets	203	189	192
Trade Creditors	58	27	17
Short-Term Loans	51	31	
Other Current Liabilities	23	47	
Total Current Liabilities	132	105	106
T/Assets - C/Liabilities	71	84	86
Long-Term Loans	31	25	
Other L/Term Liabilities	0	0	
Total Capital & Reserves	40	59	47
Capital Employed	71	84	86
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Strategic Marketing & Research Consultants Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-11.3	8.0	12.0
Return on Capital (%)	-	-32.3	17.9	26.8
Pre-tax Profit Margin (%)	-	-4.2	3.3	6.7
Return on Investment (%)	-	-14.7	19.2	-
Rtn. on Total Capital & Reserves (%)	-	-57.4	25.5	49.0

Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.61	0.59	0.58
Current Ratio	-	0.99	1.14	1.10

Gearing Ratios				
Total Debt / Net Worth (%)	-	328.0	133.4	-
Equity Gearing (%)	-	24.6	45.4	32.5
Income Gearing (Interest Cover) (%)	-	^	31.9	-

Efficiency Ratios				
Debtor Days Outstanding	-	43	43	58
Working Capital / Sales (%)	-	-0.3	3.1	2.9
Stocks / Sales (%)	-	9.2	12.5	15.9
Sales / Capital Employed	-	7.7	5.6	4.1
Sales / Fixed Assets	-	9.5	8.8	6.2
Creditor Days	-	39	21	18
Asset Utilisation	-	2.69	2.47	1.81

Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-

Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	108
Return on Capital	102
Pre-tax Profit Margin	106
Return on Investment	98

Liquidity	Position in subsector
Quick Ratio (Acid Test)	108
Current Ratio	92

Gearing	Position in subsector
Total Debt / Net Worth	83
Equity Gearing	70
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	22
Stocks / Sales	111
Sales / Fixed Assets	95
Asset Utilisation	43

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	30
Pre-tax Profit Growth	-
Total Assets Growth	82
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Taylor Nelson Sofres Group Ltd

Address
ADDRESS 1
WEST GATE
LONDON
W5 1UA

Telephone
02089670007

Fax
020896741060

Trading Activity
The provision of market information services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Antony B. Cowling
Martin S. C. Frame

Company Secretary
John Stobart

Auditors
Pricewaterhousecoopers

Date Incorporated
28/06/1995

Registered Number
03073845

Previous Name(s) with date(s) of change
Taylor Nelson Agb Group Ltd, 13/08/1998
Shelfco (No.1056) Ltd, 01/09/1995

Ultimate Holding Company
Taylor Nelson Sofres PLC

Main UK Subsidiaries with Turnover	(£'000)
Tellex Monitors Ltd	5,397
Mrm Promotional Srvcs. Ltd	3,378
Scher Intl. Ltd	1,210
Customer Satisfaction Surveys Ltd	1,071
Taylor Nelson Sofres Srvcs. Ltd	
Warebourne Ltd	
Multi Resource Mktg. Ltd	
Taylor Nelson Agb Ltd	

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	96,554	85,994	79,325
Pre-tax Profit	15,797	11,490	8,767
Exports	0	0	
Non-Trading Income	2,839	3,860	1,005
Depreciation	4,084	3,865	4,417
Interest Paid	9	41	0
Auditors Fees	47	80	70
Directors Emoluments	238	456	732
Employee Pay	34,168	30,043	26,354
Number of Employees	1,111	1,111	997

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	12,124	12,752	13,471
Intangible Assets	181	282	352
Intermediate Assets	14,917	805	31
Total Fixed Assets	27,222	13,839	13,854
Stocks	3,411	2,590	3,981
Trade Debtors	22,389	18,026	16,361
Other Current Assets	34,538	34,267	22,950
Total Current Assets	60,338	54,883	43,292
Total Assets	87,560	68,722	57,146
Trade Creditors	3,071	2,538	5,890
Short-Term Loans	39,132	35,732	26,609
Other Current Liabilities	34,489	22,665	21,521
Total Current Liabilities	76,692	60,935	54,020
T/Assets - C/Liabilities	10,868	7,787	3,126
Long-Term Loans	0	0	0
Other L/Term Liabilities	5,815	1,187	1,395
Total Capital & Reserves	5,053	6,600	1,731
Capital Employed	10,868	7,787	3,126
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Taylor Nelson Sofres Group Ltd

Performance Analysis

Profitability Ratios				
	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	18.1	16.8	15.4
Return on Capital (%)	-	145.4	147.6	280.5
Pre-tax Profit Margin (%)	-	16.4	13.4	11.1
Return on Investment (%)	-	31.7	26.5	29.5
Rtn. on Total Capital & Reserves (%)	-	312.7	174.1	506.5
Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.75	0.86	0.73
Current Ratio	-	0.79	0.91	0.81
Gearing Ratios				
Total Debt / Net Worth (%)	-	803.3	565.6	1,929.6
Equity Gearing (%)	-	6.2	10.7	3.2
Income Gearing (Interest Cover) (%)	-	0.1	0.4	0.0
Efficiency Ratios				
Debtor Days Outstanding	-	85	77	75
Working Capital / Sales (%)	-	-16.9	-7.0	-13.5
Stocks / Sales (%)	-	3.6	3.1	5.1
Sales / Capital Employed	-	8.9	11.1	25.4
Sales / Fixed Assets	-	3.6	6.4	5.9
Creditor Days	-	12	11	27
Asset Utilisation	-	1.11	1.26	1.39
Employee Performance				
Pay per Employee (£)	-	30,754	27,041	26,433
Profit per £ of Pay (£)	-	0.47	0.39	0.34
Profit per Employee (£)	-	14,219	10,342	8,793
Sales per Employee (£)	-	86,907	77,402	79,564
Capital Employed per Employee (£)	-	9,782	7,009	3,135
Fixed Assets per Employee (£)	-	10,913	11,478	13,512
Pay / Sales (%)	-	35.4	35.0	33.3
Other Ratios				
Exports / Sales (%)	-	0.0	0.0	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	47
Return on Capital	12
Pre-tax Profit Margin	15
Return on Investment	47

Liquidity	Position in subsector
Quick Ratio (Acid Test)	99
Current Ratio	106

Gearing	Position in subsector
Total Debt / Net Worth	92
Equity Gearing	93
Income Gearing (Interest Cover)	32

Efficiency	Position in subsector
Debtor Days Outstanding	87
Stocks / Sales	88
Sales / Fixed Assets	113
Asset Utilisation	113

Employee Performance	Position in subsector
Pay per Employee	25
Profit per £ of Pay	23
Sales per Employee	43
Capital Employed per Employee	44
Pay / Sales	33

Growth	Position in subsector
Sales Growth	58
Pre-tax Profit Growth	25
Total Assets Growth	39
Number of Employees Growth	46
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Taylor Nelson Sofres PLC

Address WEST GATE LONDON W5 1UA	
Telephone 02089670007	
Fax 02089674060	
Trading Activity A group engaged in the provision of market information services.	
Main SIC Codes 74130	
Directors (as at Jun 2001) Antony B. Cowling Jacques H. David Michael A. Kirkham Nicholas R. Hodges Pierre Weill Neil E. Cross Stephan F. Buck David S. Lowden Hugh R. Stammers	
Company Secretary John Stobart	
Auditors Pricewaterhousecoopers	
Bankers Royal Bank Of Scot	
Date Incorporated 07/08/1967	
Registered Number 00912624	
Previous Name(s) with date(s) of change Taylor Nelson Agb PLC, 16/06/1998 Addison Consultancy Group PLC, 29/07/1992 Addison Page Chetwynd Streets PLC, 24/07/1986 Chetwynd Streets PLC, 06/05/1986	
Main UK Subsidiaries with Turnover	(£'000)
	Taylor Nelson Sofres Gp. Ltd 96,554
	Opinion Research Ltd 13,909
	Specialist People Resources Ltd 8,554
	Specialist Field Resources Ltd 7,518
	Sphere Comms. 2000 Ltd 6,214
	Tellex Monitors Ltd 5,397
	Mrm Promotional Srvcs. Ltd 3,378
	W.H.F. (Southern) Ltd 2,028
	Market Trends Ltd 1,847
	Fieldcontrol Ltd 1,599

Profit & Loss

Date of Accounts	31/12/2000	* year analysed in League Tables		
		31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Sales	479,300	380,900	342,000	111,628
Pre-tax Profit	32,400	31,100	28,200	11,786
Exports				
Non-Trading Income	-1,900	800	500	1,114
Depreciation	15,700	12,800	10,400	5,545
Interest Paid	8,700	3,300	3,900	483
Auditors Fees	600	500	400	189
Directors Emoluments	2,492	2,298	1,967	4,439
Employee Pay	143,400	122,900	111,600	34,437
Number of Employees	7,125	5,603	4,830	1,561

Balance Sheet

Date of Accounts	31/12/2000	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s	£000s
Tangible Fixed Assets	54,200	44,300	40,000	42,116
Intangible Assets	136,800	62,000	8,000	1,288
Intermediate Assets	14,900	13,800	12,800	5,284
Total Fixed Assets	205,900	120,100	60,800	48,688
Stocks	39,900	32,600	30,700	29,271
Trade Debtors	120,400	104,600	80,000	76,850
Other Current Assets	38,900	32,700	40,900	106,065
Total Current Assets	199,200	169,900	151,600	212,186
Total Assets	405,100	290,000	212,400	260,874
Trade Creditors	28,500	27,900	31,300	30,353
Short-Term Loans	17,600	37,900	1,800	65,377
Other Current Liabilities	142,400	121,100	96,000	97,132
Total Current Liabilities	188,500	186,900	129,100	192,862
T/Assets - C/Liabilities	216,600	103,100	83,300	68,012
Long-Term Loans	176,300	75,200	70,900	67,481
Other L/Term Liabilities	7,100	8,200	12,300	14,386
Total Capital & Reserves	33,200	19,700	100	-13,855
Capital Employed	216,600	103,100	83,300	68,012
Type of Accounts	Consolidated	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52	52

* The Company’s accounts for 31/12/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Taylor Nelson Sofres PLC

Performance Analysis

Profitability Ratios				
Return on Total Assets (%)	00/01	99/00	98/99	97/98
Return on Capital (%)	8.0	10.8	13.3	4.6
Pre-tax Profit Margin (%)	15.0	30.2	33.9	17.4
Return on Investment (%)	6.8	8.2	8.3	10.6
Rtn. on Total Capital & Reserves (%)	17.6	24.4	37.8	9.2
	97.6	157.9	28,200.0	^
Liquidity Ratios				
Quick Ratio (Acid Test)	0.85	0.74	0.94	0.95
Current Ratio	1.06	0.91	1.18	1.11
Gearing Ratios				
Total Debt / Net Worth (%)	^	^	^	^
Equity Gearing (%)	9.0	7.3	0.1	-5.0
Income Gearing (Interest Cover) (%)	21.2	9.6	12.2	4.0
Efficiency Ratios				
Debtor Days Outstanding	92	100	85	251
Working Capital / Sales (%)	2.3	-4.4	6.6	17.4
Stocks / Sales (%)	8.4	8.6	9.0	26.3
Sales / Capital Employed	2.3	3.7	4.2	1.7
Sales / Fixed Assets	7.0	6.6	6.5	2.4
Creditor Days	22	27	33	99
Asset Utilisation	1.19	1.32	1.62	0.43
Employee Performance				
Pay per Employee (£)	20,126	21,935	23,106	22,061
Profit per £ of Pay (£)	0.23	0.26	0.26	0.35
Profit per Employee (£)	4,547	5,551	5,839	7,550
Sales per Employee (£)	67,270	67,981	70,807	71,511
Capital Employed per Employee (£)	30,400	18,401	17,246	43,570
Fixed Assets per Employee (£)	7,607	7,906	8,282	26,980
Pay / Sales (%)	30.0	32.3	32.7	30.9
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability		Position in subsector
Return on Total Assets		66
Return on Capital		66
Pre-tax Profit Margin		46
Return on Investment		60
Liquidity		Position in subsector
Quick Ratio (Acid Test)		100
Current Ratio		99
Gearing		Position in subsector
Total Debt / Net Worth		-
Equity Gearing		90
Income Gearing (Interest Cover)		70
Efficiency		Position in subsector
Debtor Days Outstanding		101
Stocks / Sales		109
Sales / Fixed Assets		108
Asset Utilisation		105
Employee Performance		Position in subsector
Pay per Employee		54
Profit per £ of Pay		37
Sales per Employee		60
Capital Employed per Employee		26
Pay / Sales		39
Growth		Position in subsector
Sales Growth		7
Pre-tax Profit Growth		17
Total Assets Growth		72
Number of Employees Growth		7
Exports Growth		-

Special Notes

2000 T/O incl. 27.4m acquisitions. (1999 = 18.2m)

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Total Research Ltd

Address
WATERHANS PARK
HIGH STREET
BRENTFORD
MIDDLESEX
TW8 0BB

Telephone
02082635200

Fax
02082635222

Trading Activity
The provision of market research and consultancy services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Farrokh Suntook
Gareth A. Davies

Auditors
Ernst & Young

Date Incorporated
24/03/1993

Registered Number
02802862

Previous Name(s) with date(s) of change
Total Research (U.K.) Ltd, 19/09/1994

Holding Company
Total Research Acquisitions Ltd

Ultimate Holding Company
Total Research Corp

Profit & Loss

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Sales	9,238	7,654	6,508
Pre-tax Profit	333	393	397
Exports	7,046	4,748	3,284
Non-Trading Income	-52	-52	-52
Depreciation	131	138	114
Interest Paid	63	68	63
Auditors Fees	16	10	9
Directors Emoluments	174	155	229
Employee Pay	1,952	1,693	1,555
Number of Employees	167	150	55

Balance Sheet

Date of Accounts	30/06/2000	30/06/1999	30/06/1998
	£000s	£000s	£000s
Tangible Fixed Assets	900	701	312
Intangible Assets	722	774	826
Intermediate Assets	0	0	0
Total Fixed Assets	1,622	1,475	1,138
Stocks	103	110	110
Trade Debtors	1,697	2,091	1,804
Other Current Assets	1,212	683	392
Total Current Assets	3,012	2,884	2,306
Total Assets	4,634	4,359	3,444
Trade Creditors	1,062	1,128	789
Short-Term Loans	30	216	22
Other Current Liabilities	1,415	1,138	1,026
Total Current Liabilities	2,507	2,482	1,837
T/Assets - C/Liabilities	2,127	1,877	1,607
Long-Term Loans	677	691	683
Other L/Term Liabilities	30	12	2
Total Capital & Reserves	1,420	1,174	922
Capital Employed	2,127	1,877	1,607
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	52	52	52

Total Research Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	7.2	9.1	11.6
Return on Capital (%)	-	15.7	21.0	24.8
Pre-tax Profit Margin (%)	-	3.7	5.2	6.2
Return on Investment (%)	-	18.4	22.1	28.3
Rtn. on Total Capital & Reserves (%)	-	23.5	33.5	43.1

Liquidity Ratios

Quick Ratio (Acid Test)	-	1.17	1.12	1.20
Current Ratio	-	1.21	1.17	1.26

Gearing Ratios

Total Debt / Net Worth (%)	-	101.3	226.8	734.4
Equity Gearing (%)	-	44.2	36.9	36.6
Income Gearing (Interest Cover) (%)	-	16.0	14.8	13.7

Efficiency Ratios

Debtor Days Outstanding	-	67	100	101
Working Capital / Sales (%)	-	5.5	5.3	7.3
Stocks / Sales (%)	-	1.2	1.5	1.7
Sales / Capital Employed	-	4.4	4.1	4.1
Sales / Fixed Assets	-	10.3	11.0	20.9
Creditor Days	-	42	54	44
Asset Utilisation	-	2.00	1.76	1.89

Employee Performance

Pay per Employee (£)	-	11,689	11,287	28,273
Profit per £ of Pay (£)	-	0.18	0.24	0.26
Profit per Employee (£)	-	1,994	2,620	7,218
Sales per Employee (£)	-	55,317	51,027	118,327
Capital Employed per Employee (£)	-	12,737	12,513	29,218
Fixed Assets per Employee (£)	-	5,389	4,673	5,673
Pay / Sales (%)	-	21.2	22.2	23.9

Other Ratios

Exports / Sales (%)	-	76.3	62.1	50.5
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League Table Positions

Profitability	Position in subsector
Return on Total Assets	76
Return on Capital	87
Pre-tax Profit Margin	74
Return on Investment	72

Liquidity	Position in subsector
Quick Ratio (Acid Test)	60
Current Ratio	63

Gearing	Position in subsector
Total Debt / Net Worth	72
Equity Gearing	53
Income Gearing (Interest Cover)	75

Efficiency	Position in subsector
Debtor Days Outstanding	60
Stocks / Sales	69
Sales / Fixed Assets	92
Asset Utilisation	75

Employee Performance	Position in subsector
Pay per Employee	78
Profit per £ of Pay	48
Sales per Employee	67
Capital Employed per Employee	35
Pay / Sales	75

Growth	Position in subsector
Sales Growth	41
Pre-tax Profit Growth	52
Total Assets Growth	49
Number of Employees Growth	8
Exports Growth	6

Special Notes

Symbols

^ represents a figure that cannot be calculated.
 - indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

T V Strategy Ltd.

Address 6-7 ST. CROSS ST LONDON EC1N 8UA
Telephone 020 72084700
Trading Activity The provision of research facilities to the television industry. Commenced trading 22.5.98.
Main SIC Codes 74130
Directors (as at Jun 2001) William W. Taylor Willis P. Duff
Company Secretary Direct Control Limited
Auditors Saffery Champness
Bankers Nat West Bank Plc
Date Incorporated 12/09/1997
Registered Number 03435759
Holding Company Media Advisors International
Ultimate Holding Company Media Advisors Intl. Inc.

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998
	£000s	£000s
Sales	1,992	889
Pre-tax Profit	-410	-331
Exports		
Non-Trading Income	-135	-79
Depreciation	72	17
Interest Paid	1	1
Auditors Fees	5	5
Directors Emoluments	305	139
Employee Pay		
Number of Employees		

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998
	£000s	£000s
Tangible Fixed Assets	186	197
Intangible Assets	192	329
Intermediate Assets	0	44
<i>Total Fixed Assets</i>	<i>378</i>	<i>570</i>
Stocks	6	17
Trade Debtors	621	602
Other Current Assets	145	95
<i>Total Current Assets</i>	<i>772</i>	<i>714</i>
Total Assets	1,150	1,284
Trade Creditors	34	127
Short-Term Loans	0	5
Other Current Liabilities	359	225
<i>Total Current Liabilities</i>	<i>393</i>	<i>357</i>
T/Assets - C/Liabilities	757	927
Long-Term Loans	1,049	808
Other L/Term Liabilities	0	0
Total Capital & Reserves	-292	119
Capital Employed	757	927
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	32

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-35.6	-41.8	-
Return on Capital (%)	-	-54.1	-58.0	-
Pre-tax Profit Margin (%)	-	-20.5	-37.2	-
Return on Investment (%)	-	-54.0	-57.5	-
Rtn. on Total Capital & Reserves (%)	-	^	-451.9	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.95	1.96	-
Current Ratio	-	1.97	2.00	-
Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	-
Equity Gearing (%)	-	-20.2	10.3	-
Income Gearing (Interest Cover) (%)	-	^	^	-
Efficiency Ratios				
Debtor Days Outstanding	-	114	152	-
Working Capital / Sales (%)	-	19.1	24.8	-
Stocks / Sales (%)	-	0.4	1.2	-
Sales / Capital Employed	-	2.7	1.6	-
Sales / Fixed Assets	-	10.8	6.0	-
Creditor Days	-	6	32	-
Asset Utilisation	-	1.74	1.13	-
Employee Performance				
Pay per Employee (£)	-	-	-	-
Profit per £ of Pay (£)	-	-	-	-
Profit per Employee (£)	-	-	-	-
Sales per Employee (£)	-	-	-	-
Capital Employed per Employee (£)	-	-	-	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	-	-	-
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	115
Return on Capital	104
Pre-tax Profit Margin	117
Return on Investment	106

Liquidity	Position in subsector
Quick Ratio (Acid Test)	13
Current Ratio	14

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	111
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	111
Stocks / Sales	59
Sales / Fixed Assets	88
Asset Utilisation	88

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	-
Number of Employees Growth	-
Exports Growth	-

Special Notes

On 22.5.98 acquired business of Broadcast Research Ltd and part of the business of PW Market Research Group Ltd.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

V.A.Research Ltd

Address
7 CHISWICK HIGH ROAD
LONDON
W4 2ND

Telephone
02089949177

Fax
02089942115

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Raymond S. Marks

Company Secretary
Ian Blythe

Auditors
Bullimores

Date Incorporated
27/01/1984

Registered Number
01786736

Previous Name(s) with date(s) of change
B.B. Star Record Co. Ltd, 15/08/1984

Profit & Loss

Date of Accounts	31/07/1999	31/07/1998	31/07/1997
	£000s	£000s	£000s
Sales	1,198	1,485	1,189
Pre-tax Profit	15	1	7
Exports			
Non-Trading Income	1	2	2
Depreciation	4	5	6
Interest Paid	2	2	0
Auditors Fees	1	1	1
Directors Emoluments	42	41	32
Employee Pay		206	160
Number of Employees		12	10

Balance Sheet

Date of Accounts	31/07/1999	31/07/1998	31/07/1997
	£000s	£000s	£000s
Tangible Fixed Assets	9	12	14
Intangible Assets	0	0	0
Intermediate Assets	0	0	0
<i>Total Fixed Assets</i>	0	12	14
Stocks	18	3	90
Trade Debtors	244	323	387
Other Current Assets	45	56	75
<i>Total Current Assets</i>	307	382	552
Total Assets	307	394	566
Trade Creditors	104	202	209
Short-Term Loans	19	14	35
Other Current Liabilities	110	103	246
<i>Total Current Liabilities</i>	119	319	490
T/Assets - C/Liabilities	188	75	76
Long-Term Loans	6	9	11
Other L/Term Liabilities	0	0	0
Total Capital & Reserves	41	66	65
Capital Employed	41	75	76
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	4.9	0.3	1.3
Return on Capital (%)	-	36.6	1.4	9.3
Pre-tax Profit Margin (%)	-	1.3	0.1	0.6
Return on Investment (%)	-	28.4	3.4	6.4
Rtn. on Total Capital & Reserves (%)	-	36.6	1.6	10.8
Liquidity Ratios				
Quick Ratio (Acid Test)	-	2.43	1.19	0.95
Current Ratio	-	2.58	1.20	1.13
Gearing Ratios				
Total Debt / Net Worth (%)	-	61.0	34.9	70.8
Equity Gearing (%)	-	34.5	20.2	13.0
Income Gearing (Interest Cover) (%)	-	11.8	66.7	0.0
Efficiency Ratios				
Debtor Days Outstanding	-	74	79	119
Working Capital / Sales (%)	-	15.7	4.3	5.3
Stocks / Sales (%)	-	1.6	0.3	7.6
Sales / Capital Employed	-	29.3	19.9	15.7
Sales / Fixed Assets	-	^	123.8	85.0
Creditor Days	-	32	50	64
Asset Utilisation	-	3.91	3.77	2.11
Employee Performance				
Pay per Employee (£)	-	-	17,167	16,000
Profit per £ of Pay (£)	-	-	0.01	0.05
Profit per Employee (£)	-	-	83	700
Sales per Employee (£)	-	-	123,750	118,900
Capital Employed per Employee (£)	-	-	6,250	7,600
Fixed Assets per Employee (£)	-	-	1,000	1,400
Pay / Sales (%)	-	-	13.9	13.5
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	88
Return on Capital	58
Pre-tax Profit Margin	90
Return on Investment	51

Liquidity	Position in subsector
Quick Ratio (Acid Test)	7
Current Ratio	7

Gearing	Position in subsector
Total Debt / Net Worth	61
Equity Gearing	57
Income Gearing (Interest Cover)	74

Efficiency	Position in subsector
Debtor Days Outstanding	72
Stocks / Sales	76
Sales / Fixed Assets	-
Asset Utilisation	10

Employee Performance	Position in subsector
Pay per Employee	-
Profit per £ of Pay	-
Sales per Employee	-
Capital Employed per Employee	-
Pay / Sales	-

Growth	Position in subsector
Sales Growth	86
Pre-tax Profit Growth	21
Total Assets Growth	103
Number of Employees Growth	-
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

Wardle McLean Strategic Research Consultancy Ltd

Address
MAIDSTONE BUILDINGS MUSE
70 - 76 BURROUGH HIGH STREET
LONDON
SE1 1GD

Telephone
02074034245

Fax
02072349341

Trading Activity
The provision of market research services.

Main SIC Codes
74130

Directors (as at Jun 2001)
Andrew Truslove
Anthony D. Scott-Malden
Judith K. Wardle
Kevin A. McLean
Simon A. Hudson

Company Secretary
Kevin A. McLean

Auditors
Kingston Smith

Bankers
Barclays Bank Plc.

Date Incorporated
11/07/1996

Registered Number
03223143

Previous Name(s) with date(s) of change
Wardle McLean Ltd, 03/10/1997
Overaero Ltd, 11/09/1996

Profit & Loss

Date of Accounts	30/09/2000 £000s	* year analysed in League Tables		
		30/09/1999 £000s	30/09/1998 £000s	30/09/1997 £000s
Sales	1,099	1,008	711	605
Pre-tax Profit	94	162	102	115
Exports	0	0		
Non-Trading Income	6	6	6	1
Depreciation	45	28	19	6
Interest Paid	0	1	2	3
Auditors Fees	5	5	5	4
Directors Emoluments	254	169	143	104
Employee Pay	351	316	221	244
Number of Employees	7	10	6	18

Balance Sheet

Date of Accounts	30/09/2000 £000s	30/09/1999 £000s	30/09/1998 £000s	30/09/1997 £000s
Tangible Fixed Assets	85	108	43	29
Intangible Assets	0	0	0	0
Intermediate Assets	132	0	0	0
<i>Total Fixed Assets</i>	217	108	43	29
Stocks	28	59	33	8
Trade Debtors	203	192	117	122
Other Current Assets	82	265	115	72
<i>Total Current Assets</i>	313	516	265	202
Total Assets	530	624	308	231
Trade Creditors	44	112	53	28
Short-Term Loans	0	2	15	15
Other Current Liabilities	148	242	105	90
<i>Total Current Liabilities</i>	192	356	173	133
T/Assets - C/Liabilities	338	268	135	98
Long-Term Loans	0	0	3	18
Other L/Term Liabilities	0	0	0	2
Total Capital & Reserves	338	268	132	78
Capital Employed	338	268	135	98
Type of Accounts	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>	<i>Unconsolidated</i>
Number of weeks	52	52	52	56

* The Company’s accounts for 30/09/1999 are those used in the analysis. These are shown in bold text and are used to calculate the performance rankings in the League Tables. The later accounts fall outside the analysis period but have been presented for further information.

Wardle McLean Strategic Research Consultancy Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	17.8	26.0	33.2	46.3
Return on Capital (%)	27.9	60.5	75.6	109.0
Pre-tax Profit Margin (%)	8.6	16.1	14.4	19.1
Return on Investment (%)	27.9	60.4	69.4	97.0
Rtn. on Total Capital & Reserves (%)	27.9	60.5	77.3	137.0
Liquidity Ratios				
Quick Ratio (Acid Test)	1.49	1.29	1.35	1.46
Current Ratio	1.64	1.45	1.54	1.52
Gearing Ratios				
Total Debt / Net Worth (%)	0.0	0.8	13.7	42.4
Equity Gearing (%)	176.1	75.3	75.0	51.0
Income Gearing (Interest Cover) (%)	0.0	0.7	2.0	2.6
Efficiency Ratios				
Debtor Days Outstanding	67	70	60	79
Working Capital / Sales (%)	11.1	15.9	13.0	12.3
Stocks / Sales (%)	2.6	5.9	4.7	1.5
Sales / Capital Employed	3.3	3.8	5.3	5.8
Sales / Fixed Assets	5.1	9.4	16.6	19.4
Creditor Days	15	41	27	18
Asset Utilisation	2.08	1.62	2.31	2.44
Employee Performance				
Pay per Employee (£)	50,143	31,600	36,833	12,587
Profit per £ of Pay (£)	0.27	0.52	0.47	0.48
Profit per Employee (£)	13,429	16,200	17,000	5,933
Sales per Employee (£)	157,000	100,800	118,500	31,210
Capital Employed per Employee (£)	48,286	26,800	22,500	5,444
Fixed Assets per Employee (£)	12,143	10,800	7,167	1,611
Pay / Sales (%)	32.0	31.4	31.1	40.4
Other Ratios				
Exports / Sales (%)	0.0	0.0	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	27
Return on Capital	41
Pre-tax Profit Margin	17
Return on Investment	21

Liquidity	Position in subsector
Quick Ratio (Acid Test)	50
Current Ratio	43

Gearing	Position in subsector
Total Debt / Net Worth	22
Equity Gearing	31
Income Gearing (Interest Cover)	37

Efficiency	Position in subsector
Debtor Days Outstanding	64
Stocks / Sales	101
Sales / Fixed Assets	96
Asset Utilisation	92

Employee Performance	Position in subsector
Pay per Employee	23
Profit per £ of Pay	19
Sales per Employee	35
Capital Employed per Employee	18
Pay / Sales	43

Growth	Position in subsector
Sales Growth	19
Pre-tax Profit Growth	29
Total Assets Growth	14
Number of Employees Growth	71
Exports Growth	-

Special Notes

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Company Profiles

W.H.F. (Southern) Ltd

Address
WEST GATE
LONDON
W5 1UA

Trading Activity
The provision of adhoc market information services with specialities in the areas of service standards and retail customer related research projects.

Main SIC Codes
74130

Directors (as at Jun 2001)
Antony B. Cowling
Martin S. C. Frame
Ian D. Mills
Roy H. Findlay

Company Secretary
Judith George

Auditors
Pricewaterhousecoopers

Date Incorporated
05/06/1990

Registered Number
02508797

Ultimate Holding Company
Taylor Nelson Sofres PLC

Profit & Loss

Date of Accounts	31/12/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Sales	2,028	1,411	
Pre-tax Profit	122	175	
Exports			
Non-Trading Income			
Depreciation			
Interest Paid			
Auditors Fees			
Directors Emoluments			
Employee Pay	540	351	
Number of Employees	19	17	

Balance Sheet

Date of Accounts	31/12/1999	30/09/1998	30/09/1997
	£000s	£000s	£000s
Tangible Fixed Assets			
Intangible Assets	0	0	0
Intermediate Assets			
Total Fixed Assets	136	91	76
Stocks	36	0	0
Trade Debtors	175	195	185
Other Current Assets	111	248	80
Total Current Assets	322	443	265
Total Assets	458	534	341
Trade Creditors	27	115	170
Short-Term Loans			
Other Current Liabilities			
Total Current Liabilities	241	278	170
T/Assets - C/Liabilities	217	256	171
Long-Term Loans			
Other L/Term Liabilities			
Total Capital & Reserves	216	256	171
Capital Employed	217	256	171
Type of Accounts	Unconsolidated	Unconsolidated	Unconsolidated
Number of weeks	65	52	52

W.H.F. (Southern) Ltd

Performance Analysis

	00/01	99/00	98/99	97/98
Profitability Ratios				
Return on Total Assets (%)	-	21.4	32.8	-
Return on Capital (%)	-	45.0	68.4	-
Pre-tax Profit Margin (%)	-	6.1	12.5	-
Return on Investment (%)	-	-	-	-
Rtn. on Total Capital & Reserves (%)	-	45.2	68.4	-
Liquidity Ratios				
Quick Ratio (Acid Test)	-	1.19	1.60	1.56
Current Ratio	-	1.34	1.60	1.56
Gearing Ratios				
Total Debt / Net Worth (%)	-	-	-	-
Equity Gearing (%)	-	89.3	92.1	100.6
Income Gearing (Interest Cover) (%)	-	-	-	-
Efficiency Ratios				
Debtor Days Outstanding	-	39	50	-
Working Capital / Sales (%)	-	5.0	11.7	-
Stocks / Sales (%)	-	2.3	0.0	-
Sales / Capital Employed	-	7.5	5.6	-
Sales / Fixed Assets	-	12.0	15.6	-
Creditor Days	-	6	30	-
Asset Utilisation	-	3.55	2.65	-
Employee Performance				
Pay per Employee (£)	-	22,737	20,647	-
Profit per £ of Pay (£)	-	0.23	0.50	-
Profit per Employee (£)	-	5,137	10,294	-
Sales per Employee (£)	-	85,389	83,000	-
Capital Employed per Employee (£)	-	11,421	15,059	-
Fixed Assets per Employee (£)	-	-	-	-
Pay / Sales (%)	-	26.7	24.9	-
Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	37
Return on Capital	51
Pre-tax Profit Margin	57
Return on Investment	-

Liquidity	Position in subsector
Quick Ratio (Acid Test)	58
Current Ratio	49

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	21
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	19
Stocks / Sales	80
Sales / Fixed Assets	85
Asset Utilisation	15

Employee Performance	Position in subsector
Pay per Employee	51
Profit per £ of Pay	40
Sales per Employee	44
Capital Employed per Employee	40
Pay / Sales	57

Growth	Position in subsector
Sales Growth	-
Pre-tax Profit Growth	-
Total Assets Growth	50
Number of Employees Growth	-
Exports Growth	-

Special Notes

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

Company Profiles

Xtreme Information Ltd

Address 45 SUBERTS PLACE LONDON W1V 1HE	
Telephone 02078718080	
Fax 02087818111	
Trading Activity The provision of global advertising monitoring and related services.	
Main SIC Codes 74130	
Directors (as at Jun 2001) Belinda J. Knowles Carol A. Mason Dan Levin John Gordon John M. May Michael S. Luckwell Peter W. Banks Roderick H. Brooks Simon B. Wylie	
Company Secretary Peter W. Banks	
Auditors Ernst & Young	
Date Incorporated 27/09/1996	
Registered Number 03255646	
Previous Name(s) with date(s) of change Finlaw Fifty Ltd, 13/02/1997	
Main UK Subsidiaries with Turnover	(£'000)
The Register Gp. Ltd	2,391
Adtrack Ltd	
Press Advertising Register Ltd (The)	
Data Mgmt. Svcs. Gp. Ltd	
The Comms. Trading Co. Ltd	
Shots Ltd	

Profit & Loss

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Sales	9,737	3,957	59
Pre-tax Profit	-955	-4,946	-1,199
Exports			
Non-Trading Income	-161	-50	
Depreciation	929	2,006	
Interest Paid	122	37	
Auditors Fees	32	30	
Directors Emoluments	540	780	
Employee Pay	4,060	2,706	318
Number of Employees	227	140	13

Balance Sheet

Date of Accounts	31/12/1999	31/12/1998	31/12/1997
	£000s	£000s	£000s
Tangible Fixed Assets	2,333	1,588	
Intangible Assets	4,038	784	0
Intermediate Assets	0	0	
Total Fixed Assets	6,371	2,372	718
Stocks	0	0	0
Trade Debtors	1,925	2,378	66
Other Current Assets	541	617	119
Total Current Assets	2,466	2,995	185
Total Assets	8,837	5,367	903
Trade Creditors	741	1,038	232
Short-Term Loans	3,305	1,252	
Other Current Liabilities	1,078	2,863	
Total Current Liabilities	5,124	5,153	447
T/Assets - C/Liabilities	3,713	214	456
Long-Term Loans	2,045	37	
Other L/Term Liabilities	0	0	
Total Capital & Reserves	1,668	177	-199
Capital Employed	3,713	214	456
Type of Accounts	Consolidated	Consolidated	Consolidated
Number of weeks	52	52	52

Xtreme Information Ltd

Performance Analysis

Profitability Ratios	00/01	99/00	98/99	97/98
Return on Total Assets (%)	-	-10.8	-92.1	-132.7
Return on Capital (%)	-	-25.7	-2,311.2	-262.9
Pre-tax Profit Margin (%)	-	-9.8	-124.9	-2,032.2
Return on Investment (%)	-	-11.8	-334.8	-
Rtn. on Total Capital & Reserves (%)	-	-57.2	-2,794.3	^

Liquidity Ratios				
Quick Ratio (Acid Test)	-	0.49	0.59	0.42
Current Ratio	-	0.49	0.59	0.42

Gearing Ratios				
Total Debt / Net Worth (%)	-	^	^	-
Equity Gearing (%)	-	23.3	3.5	-18.0
Income Gearing (Interest Cover) (%)	-	^	^	-

Efficiency Ratios				
Debtor Days Outstanding	-	72	219	408
Working Capital / Sales (%)	-	-27.2	-54.5	-444.0
Stocks / Sales (%)	-	0.0	0.0	0.0
Sales / Capital Employed	-	2.7	18.5	0.2
Sales / Fixed Assets	-	4.2	2.5	0.1
Creditor Days	-	28	96	1,435
Asset Utilisation	-	1.11	0.74	0.07

Employee Performance				
Pay per Employee (£)	-	17,885	19,329	24,462
Profit per £ of Pay (£)	-	-0.23	-1.82	-3.77
Profit per Employee (£)	-	-4,207	-35,329	-92,231
Sales per Employee (£)	-	42,894	28,264	4,538
Capital Employed per Employee (£)	-	16,357	1,529	35,077
Fixed Assets per Employee (£)	-	10,278	11,343	-
Pay / Sales (%)	-	41.7	68.4	539.0

Other Ratios				
Exports / Sales (%)	-	-	-	-

League Table Positions

Profitability	Position in subsector
Return on Total Assets	107
Return on Capital	101
Pre-tax Profit Margin	113
Return on Investment	96

Liquidity	Position in subsector
Quick Ratio (Acid Test)	114
Current Ratio	117

Gearing	Position in subsector
Total Debt / Net Worth	-
Equity Gearing	71
Income Gearing (Interest Cover)	-

Efficiency	Position in subsector
Debtor Days Outstanding	70
Stocks / Sales	35
Sales / Fixed Assets	112
Asset Utilisation	114

Employee Performance	Position in subsector
Pay per Employee	67
Profit per £ of Pay	84
Sales per Employee	72
Capital Employed per Employee	31
Pay / Sales	15

Growth	Position in subsector
Sales Growth	1
Pre-tax Profit Growth	-
Total Assets Growth	2
Number of Employees Growth	1
Exports Growth	-

Special Notes

On 18.8.98 the co. acquired the entire issued share capital of The Register Group Ltd.

This company is one of the 126 companies appearing in Subsector 1 : MARKET RESEARCH AGENCIES

Symbols

^ represents a figure that cannot be calculated.
- indicates a figure that is unavailable.

In this section, companies are ranked, in a series of league tables, by a range of performance indices. Companies have been allocated to particular industry subsectors, allowing valid like-with-like performance comparisons. See section 1 for details.

- Size
- Profitability
- Efficiency
- Liquidity
- Gearing
- Employee Productivity
- Other Ratios
- Growth Rates

Notes

1 To ensure that all comparisons made between companies are over a similar period, the 'analysis year', or the year on which League Table rankings are based, is the latest year for which data is available on all companies. A small number of companies may have accounts available for a more recent year, and when this is the case, these figures are presented to the left of the analysis column, and labelled 'Recently Filed Accounts'.

2 Although all companies appear in the League Tables, the figures for certain companies may not be used to generate totals and averages, either because the company is large and has significant interests in other industry sectors and would therefore bias any calculations in which it is included (*), or because the company does not have full data for all three years (n). See Section 6 for details.

Performance League Tables

Sales

League Table Position			Recently Filed Accounts		Sales £'000	
			00/01	99/00	98/99	97/98
MARKET RESEARCH AGENCIES						
1	*	Taylor Nelson Sofres PLC	479,300	380,900	342,000	111,628
2	*	Sitel Europe Ltd	-	123,448	97,231	90,549
3		Taylor Nelson Sofres Gp. Ltd	-	96,554	85,994	79,325
4	*	N O P Research Gp. Ltd	71,150	71,933	69,236	62,640
5		Research Intl. Ltd	-	60,558	62,504	52,601
6		Millward Brown Intl. Ltd	64,511	58,397	55,621	47,910
7		M B L Gp. PLC (The)	-	37,238	32,040	32,339
8	*	B M R B Intl. Ltd	38,754	36,684	32,042	29,112
9		Putnam Investments Ltd	28,500	36,680	21,403	14,133
10	*	Ipsos UK Ltd	-	32,476	26,601	25,638
11	*	I D C UK Ltd	-	32,012	24,491	27,727
12	*	Maritz. Trbi Ltd	-	23,879	14,157	14,397
13		I R I Infoscan Ltd	-	22,080	16,583	14,307
14	*	Market & Opinion Research Intl. Ltd	23,377	21,230	19,625	18,194
15	■	The Research Bus. Intl. Ltd	-	15,001	-	-
16	*	Infratest Burke Gp. Ltd	-	14,750	17,112	10,140
17	*	Opinion Research Ltd	-	13,909	14,501	11,393
18		Frost & Sullivan, Ltd	-	12,910	12,292	11,445
19		G F K Mktg. Svcs. Ltd	12,522	12,886	11,860	11,145
20	*	Isis Research PLC	-	12,683	10,177	8,626
21		Added Value Ltd	-	11,276	9,821	7,841
22	*	Xtreme Information Ltd	-	9,737	3,957	59
23	*	O.R.C. Intl. Ltd.	-	9,537	8,657	6,262
24		Total Research Ltd	-	9,238	7,654	6,508
25		Mintel Intl. Gp. Ltd	-	9,078	7,372	6,284
26	*	Euromonitor PLC	-	8,268	7,588	6,569
27		Medicare Audits Ltd	-	8,129	7,089	6,264
28		Hauck Research Svcs. Ltd	-	7,760	5,329	4,175
29	■	S G A Research Intl. Ltd	6,683	7,691	9,497	-
30		Specialist Field Resources Ltd	-	7,518	6,531	7,137
31	*	The Gallup Organization Ltd	7,933	7,436	6,200	6,097
32		Adelphi Intl. Research Ltd	-	6,703	4,919	4,672
33		Public Attitude Surveys Ltd	-	6,264	7,680	6,688
34		Produce Studies Ltd	-	6,156	7,515	6,399
35		Insight Medical Research Ltd	-	5,771	6,563	5,188
36		Bus. & Market Research Ltd	6,424	5,515	5,503	4,727
37		Sample Surveys Ltd	-	5,452	5,374	4,930
38		C S W Research Ltd	-	5,143	4,606	4,313
39		F D S Market Research Hldgs. Ltd	-	4,779	3,768	4,162
40	*	G F K GB Ltd	3,328	4,707	4,224	3,515
41		Goldfarb Consultants UK Ltd	-	4,656	4,385	5,417
42		I C M Research Ltd	-	4,116	3,825	2,726
43	*	Romtec PLC	-	4,101	3,901	4,217
44	*	P W Market Research Gp. Ltd	-	4,042	4,969	5,966
45		Bus. Development Research Consultants Ltd	-	3,976	3,515	2,984
46	■	Pinder Fry & Benjamin Ltd	-	3,803	507	-
47		The Research Department Ltd	-	3,667	3,050	2,605
48	*	Morpace Intl. Ltd.	-	3,646	3,196	830
49	*	Bostock Mktg. Gp. Ltd	4,295	3,597	1,899	1,786
50		Managing The Service Bus. Ltd	-	3,273	2,846	1,942

See sections 6 & 7 for Analysis Notes and Definitions

Sales

League Table Position		Recently Filed Accounts	Sales £'000		
		00/01	99/00	98/99	97/98
51	I R B Intl. Ltd	-	3,151	2,310	1,969
52	Conquest Research & Consultancy Ltd	-	3,146	3,030	2,711
53	* Halogen Enterprises Ltd	-	3,142	2,192	-
54	Market Research Solutions Ltd	-	3,020	3,813	3,337
55	Citigate D V L Smith Ltd	-	2,965	2,483	2,295
56	■ Mathematical Market Research Ltd	-	2,962	2,536	-
57	Flamingo Research Ltd	-	2,903	2,662	1,994
58	Opinion Leader Research Ltd.	-	2,570	1,587	1,121
59	Intl. Research Assocts. (UK) Ltd	-	2,567	2,804	3,217
60	City Research Gp. PLC	-	2,564	2,687	2,618
61	Facts Intl. Ltd	2,859	2,511	1,989	1,466
62	Cram Intl. Ltd	-	2,424	2,052	2,217
63	Discovery Research Ltd	-	2,359	1,905	1,396
64	N R G-Uk Ltd	-	2,348	2,324	2,438
65	Diagnostics Social & Market Research Ltd	-	2,201	2,105	1,737
66	Petchey (Mgmt. & Finance) Ltd	-	2,147	1,558	1,028
67	Link Strategic Research UK Ltd	-	2,142	1,533	1,061
68	Infocorp Ltd	-	2,107	1,708	1,311
69	Ipsos Cati Centre Ltd	-	2,047	1,236	72
70	Network Research & Mktg. Ltd	-	2,026	2,121	2,672
71	Carat Insight Ltd	-	2,001	1,674	1,160
72	* T V Strategy Ltd.	-	1,992	1,445	-
73	Consensus Research Intl. Ltd	1,903	1,978	2,102	1,511
74	■ Millward Brown Precise Ltd	-	1,861	1,162	-
75	Research & Mktg. Ltd	-	1,843	1,767	1,297
76	* Eur. Digital Capital Ltd	-	1,815	922	237
77	Prescient Ltd	-	1,792	1,108	599
78	■ Corporate Information Ltd	-	1,760	-	-
79	Roper Starch Worldwide Ltd	1,947	1,697	1,814	1,628
80	I.F.F Research Ltd	-	1,656	1,880	2,806
81	Accent Mktg. & Research Ltd	2,028	1,645	1,444	1,262
82	■ W.H.F. (Southern) Ltd	-	1,622	1,411	-
83	Context Research Intl. Ltd	-	1,615	1,458	1,767
84	* The Research Partnership Ltd.	-	1,580	890	-
85	Praxis Research & Consulting Ltd	-	1,489	543	1,634
86	Numbers Market Research Ltd	-	1,453	898	831
87	Flackett, Stevens & Assocts. Ltd	-	1,314	1,230	1,038
88	■ Ipsos Insight Ltd	-	1,274	933	-
89	Cragg Ross Dawson Ltd	-	1,258	1,035	1,128
90	The Leadership Factor Ltd	-	1,201	1,030	628
91	V.A.Research Ltd	-	1,198	1,485	1,189
92	Define Research & Mktg. Intl. PLC	1,704	1,173	1,000	720
93	Novaction (U.K.) Ltd	-	1,170	844	1,055
94	Quadrangle Research Ltd	-	1,131	1,176	803
95	■ Market Probe Europe Ltd	-	1,116	312	-
96	Albemarle Mktg. Research Ltd	-	1,104	1,011	1,053
97	* Market Tracking Intl. Ltd	968	1,102	960	762
98	Customer Satisfaction Surveys Ltd	-	1,071	838	1,009
99	Intercam Ltd	-	1,070	870	621
100	■ Nion Ltd	-	1,064	752	-
101	The Brattle Gp. Ltd	-	1,059	600	229
102	Prognosis Ltd	-	1,015	1,183	916

Performance League Tables

Sales

League Table Position		Recently Filed Accounts		Sales £'000	
		00/01	99/00	98/99	97/98
103	Benchmark Research Ltd	-	1,008	1,158	1,350
104	Wardle McLean Strategic Research Consultancy Ltd	1,099	1,008	711	562
105	■ S M C Field Mktg. Ltd	-	990	-	-
106	Reflexions Market Research Ltd	-	933	529	386
107	■ M X Promotions Ltd	-	903	475	-
108	Outlook Research Ltd	1,335	890	936	470
109	* Netpoll Ltd	-	806	386	20
110	Springboard Mktg. Ltd	-	746	893	1,101
111	Hallett Arendt Mktg. & Research Ltd	-	710	676	729
112	Maxis Research Ltd	-	647	310	288
113	Quality Medical Field Ltd	-	627	527	449
114	Directions (Research & Mktg.) Ltd	1,021	626	788	1,073
115	Andrew Irving Assocs. Ltd	-	591	501	537
116	George Street Research Ltd	-	579	533	505
117	C I T Research Ltd	-	551	841	1,079
118	Strategic Mktg. & Research Consultants Ltd	-	546	465	346
119	Parker Tanner Woodham Ltd	548	544	424	516
120	■ The Bus. Advantage Gp. PLC	-	542	455	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	37,712	36,219
-	* Polk Europe Hldgs. Ltd	-	-	18,199	4,330
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	2,019	1,983
-	■ Interactive Market Systems (UK) Ltd	-	-	1,369	1,231
-	■ Intelliquest, Ltd.	-	-	1,222	1,434
-	■ Counterpoint (UK) Ltd	-	-	662	-

Pre-tax Profit

League Table Position		Recently Filed Accounts 00/01	99/00	Pre-tax Profit £'000 98/99	97/98
MARKET RESEARCH AGENCIES					
1	* Taylor Nelson Sofres PLC	32,400	31,100	28,200	11,786
2	Taylor Nelson Sofres Gp. Ltd	-	15,797	11,490	8,767
3	Millward Brown Intl. Ltd	10,964	8,563	7,068	6,146
4	Putnam Investments Ltd	5,440	6,876	4,040	2,528
5	* N O P Research Gp. Ltd	5,819	6,001	4,944	3,301
6	Research Intl. Ltd	-	5,159	6,226	5,959
7	* B M R B Intl. Ltd	3,196	4,617	11,114	4,304
8	■ Pinder Fry & Benjamin Ltd	-	2,421	411	-
9	M B L Gp. PLC (The)	-	1,830	2,352	2,871
10	G F K Mktg. Svcs. Ltd	1,643	1,703	1,529	1,495
11	Medicare Audits Ltd	-	1,616	1,603	1,842
12	* Ipsos UK Ltd	-	1,585	1,205	254
13	Mintel Intl. Gp. Ltd	-	1,243	725	405
14	Adelphi Intl. Research Ltd	-	1,005	263	416
15	Specialist Field Resources Ltd	-	809	702	687
16	■ Corporate Information Ltd	-	792	-	-
17	■ S G A Research Intl. Ltd	488	758	838	-
18	* Market & Opinion Research Intl. Ltd	3,036	744	-449	1,558
19	Sample Surveys Ltd	-	706	307	87
20	Opinion Leader Research Ltd.	-	701	519	346
21	Hauck Research Svcs. Ltd	-	647	450	413
22	The Research Department Ltd	-	606	716	452
23	I C M Research Ltd	-	551	335	236
24	* I D C UK Ltd	-	543	103	9,176
25	Flackett, Stevens & Assocts. Ltd	-	491	402	290
26	C S W Research Ltd	-	402	353	644
27	Prescient Ltd	-	343	142	72
28	Total Research Ltd	-	333	393	397
29	* Romtec PLC	-	331	274	311
30	Discovery Research Ltd	-	321	296	272
31	■ Nion Ltd	-	316	259	-
32	Numbers Market Research Ltd	-	309	156	57
33	The Leadership Factor Ltd	-	307	152	158
34	Produce Studies Ltd	-	289	411	59
35	Prognosis Ltd	-	282	344	357
36	Ipsos Cati Centre Ltd	-	282	152	-166
37	Praxis Research & Consulting Ltd	-	269	-85	199
38	Goldfarb Consultants UK Ltd	-	263	593	557
39	Bus. Development Research Consultants Ltd	-	258	306	220
40	* The Research Partnership Ltd.	-	250	453	-
41	N R G-Uk Ltd	-	240	199	232
42	Insight Medical Research Ltd	-	232	530	293
43	Bus. & Market Research Ltd	666	226	396	192
44	Diagnostics Social & Market Research Ltd	-	225	190	205
45	■ Mathematical Market Research Ltd	-	220	170	-
46	Cragg Ross Dawson Ltd	-	203	30	130
47	Facts Intl. Ltd	91	198	150	90
48	Carat Insight Ltd	-	197	206	4
49	Frost & Sullivan, Ltd	-	193	55	187
50	■ Millward Brown Precis Ltd	-	174	118	-

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Pre-tax Profit

League Table Position		Recently Filed Accounts	Pre-tax Profit £'000		
		00/01	99/00	98/99	97/98
51	Wardle McLean Strategic Research Consultancy Ltd	94	162	102	107
52	* Eur. Digital Capital Ltd	-	160	133	-14
53	Petchey (Mgmt. & Finance) Ltd	-	155	73	49
54	Flamingo Research Ltd	-	150	105	239
55	Novaction (U.K.) Ltd	-	145	73	16
56	Directions (Research & Mktg.) Ltd	291	140	299	297
57	Reflexions Market Research Ltd	-	139	27	-28
58	Citigate D V L Smith Ltd	-	129	52	171
59	Conquest Research & Consultancy Ltd	-	127	274	207
60	Outlook Research Ltd	324	117	169	98
61	The Brattle Gp. Ltd	-	117	0	-13
62	Roper Starch Worldwide Ltd	86	112	177	102
63	Network Research & Mktg. Ltd	-	108	119	128
64	■ Market Probe Europe Ltd	-	103	-34	-
65	■ Ipsos Insight Ltd	-	102	18	-
66	■ W.H.F. (Southern) Ltd	-	98	175	-
67	Context Research Intl. Ltd	-	97	30	-124
68	■ The Research Bus. Intl. Ltd	-	92	-	-
69	I R B Intl. Ltd	-	89	71	94
70	Maxis Research Ltd	-	84	-2	7
71	Link Strategic Research UK Ltd	-	83	82	3
72	F D S Market Research Hldgs. Ltd	-	82	79	147
73	Quality Medical Field Ltd	-	80	71	75
74	Cram Intl. Ltd	-	74	68	5
75	Managing The Service Bus. Ltd	-	70	53	78
76	Define Research & Mktg. Intl. PLC	177	69	7	-29
77	* O.R.C. Intl. Ltd.	-	68	133	123
78	Parker Tanner Woodham Ltd	61	67	67	64
79	■ M X Promotions Ltd	-	67	27	-
80	Albemarle Mktg. Research Ltd	-	57	15	-2
81	Added Value Ltd	-	42	310	278
82	Research & Mktg. Ltd	-	41	87	50
83	Andrew Irving Assocts. Ltd	-	41	28	13
84	Hallett Arendt Mktg. & Research Ltd	-	38	39	11
85	Infocorp Ltd	-	35	112	57
86	Accent Mktg. & Research Ltd	79	35	38	29
87	George Street Research Ltd	-	29	-6	2
88	I.F.F Research Ltd	-	25	-124	84
89	* Isis Research PLC	-	24	-394	624
90	Springboard Mktg. Ltd	-	16	-14	58
91	V.A.Research Ltd	-	15	1	7
92	Intercam Ltd	-	14	3	29
93	■ S M C Field Mktg. Ltd	-	13	-	-
94	■ The Bus. Advantage Gp. PLC	-	11	11	-
95	* Bostock Mktg. Gp. Ltd	292	2	95	177
96	* Market Tracking Intl. Ltd	149	-3	203	-88
97	* The Gallup Organization Ltd	-28	-10	213	-175
98	* P W Market Research Gp. Ltd	-	-10	67	59
99	Strategic Mktg. & Research Consultants Ltd	-	-23	15	23
100	C I T Research Ltd	-	-26	-80	71
101	Consensus Research Intl. Ltd	21	-53	70	37
102	* Maritz. Trbi Ltd	-	-81	888	711

See sections 6 & 7 for Analysis Notes and Definitions

Pre-tax Profit

League Table Position		Recently Filed Accounts	Pre-tax Profit £'000		
		00/01	99/00	98/99	97/98
103	Customer Satisfaction Surveys Ltd	-	-82	0	95
104	Market Research Solutions Ltd	-	-84	75	110
105	Intl. Research Assocts. (UK) Ltd	-	-158	-327	32
106	* Infratest Burke Gp. Ltd	-	-171	393	818
107	Public Attitude Surveys Ltd	-	-172	151	130
108	Benchmark Research Ltd	-	-179	-201	23
109	* Morpace Intl. Ltd.	-	-194	17	-108
110	City Research Gp. PLC	-	-315	-162	65
111	* T V Strategy Ltd.	-	-410	-538	-
112	* Opinion Research Ltd	-	-423	347	-385
113	* Netpoll Ltd	-	-428	-105	7
114	* G F K GB Ltd	-479	-429	-43	4
115	Quadrangle Research Ltd	-	-545	-61	-5
116	* Euromonitor PLC	-	-716	-33	189
117	* Xtreme Information Ltd	-	-955	-4,946	-1,199
118	* Halogen Enterprises Ltd	-	-1,054	20	-
119	* Sitel Europe Ltd	-	-1,294	-3,265	7,564
120	I R I Infoscan Ltd	-	-2,317	-3,501	-5,401
-	■ Interactive Market Systems (UK) Ltd	-	-	302	274
-	■ Intelliquest, Ltd.	-	-	183	190
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	176	279
-	■ Counterpoint (UK) Ltd	-	-	80	-
-	* Polk Europe Hldgs. Ltd	-	-	-2,153	-1,169
-	* I M S Hldgs. (U.K.) Ltd	-	-	-6,157	-314

Total Assets

League Table Position		Recently Filed Accounts	Total Assets £'000		
		00/01	99/00	98/99	97/98
MARKET RESEARCH AGENCIES					
1	* Taylor Nelson Sofres PLC	405,100	290,000	212,400	260,874
2	* B M R B Intl. Ltd	95,755	92,455	94,306	86,319
3	Taylor Nelson Sofres Gp. Ltd	-	87,560	68,722	57,146
4	* Sitel Europe Ltd	-	81,818	79,045	72,954
5	* N O P Research Gp. Ltd	59,208	48,053	46,559	42,526
6	Millward Brown Intl. Ltd	48,985	32,698	26,906	24,163
7	Research Intl. Ltd	-	32,045	33,152	29,320
8	Putnam Investments Ltd	18,006	17,781	9,462	6,835
9	M B L Gp. PLC (The)	-	17,496	16,601	13,521
10	I R I Infoscan Ltd	-	12,626	8,092	10,258
11	* Market & Opinion Research Intl. Ltd	12,914	11,572	11,275	11,783
12	Public Attitude Surveys Ltd	-	9,959	3,984	2,881
13	* I D C UK Ltd	-	9,689	6,731	5,222
14	* Xtreme Information Ltd	-	8,837	5,367	903
15	* Ipsos UK Ltd	-	8,270	7,584	7,374
16	* Infratest Burke Gp. Ltd	-	7,990	7,682	7,174
17	Mintel Intl. Gp. Ltd	-	7,287	4,779	3,616
18	* O.R.C. Intl. Ltd.	-	7,027	5,704	3,286
19	* Maritz. Trbi Ltd	-	6,807	5,822	3,844
20	Medicare Audits Ltd	-	6,749	6,412	5,183
21	G F K Mktg. Svcs. Ltd	5,039	6,402	5,751	5,456
22	* Opinion Research Ltd	-	5,924	9,351	5,519
23	■ S G A Research Intl. Ltd	6,901	5,701	6,927	-
24	* Isis Research PLC	-	5,213	3,309	2,932
25	Total Research Ltd	-	4,634	4,359	3,444
26	Bus. & Market Research Ltd	4,657	4,227	4,143	3,989
27	Hauck Research Svcs. Ltd	-	4,200	2,442	1,689
28	Added Value Ltd	-	3,964	3,753	3,070
29	The Research Department Ltd	-	3,882	2,801	2,565
30	Frost & Sullivan, Ltd	-	3,681	3,287	3,333
31	Goldfarb Consultants UK Ltd	-	3,275	2,813	3,613
32	* Euromonitor PLC	-	3,179	3,570	3,044
33	Insight Medical Research Ltd	-	3,177	3,843	3,752
34	Adelphi Intl. Research Ltd	-	3,057	3,200	1,780
35	* The Gallup Organization Ltd	2,482	2,851	2,515	3,821
36	* Romtec PLC	-	2,563	1,925	1,971
37	Market Research Solutions Ltd	-	2,468	1,964	1,022
38	Bus. Development Research Consultants Ltd	-	2,449	2,342	1,641
39	■ Pinder Fry & Benjamin Ltd	-	2,432	477	-
40	C S W Research Ltd	-	2,228	1,811	1,593
41	Produce Studies Ltd	-	2,171	2,488	2,442
42	* G F K GB Ltd	1,168	1,943	1,431	1,381
43	■ Corporate Information Ltd	-	1,912	-	-
44	Sample Surveys Ltd	-	1,889	1,559	1,438
45	I C M Research Ltd	-	1,881	1,490	1,006
46	Mathematical Market Research Ltd	-	1,599	1,421	1,070
47	* Bostock Mktg. Gp. Ltd	1,629	1,535	1,844	597
48	N R G-Uk Ltd	-	1,519	1,363	1,304
49	I.F.F Research Ltd	-	1,515	556	975
50	* Morpace Intl. Ltd.	-	1,453	1,372	713

Total Assets

League Table Position		Recently Filed Accounts	Total Assets £'000			
			00/01	99/00	98/99	97/98
51	Praxis Research & Consulting Ltd	-	1,423	165	524	
52	Discovery Research Ltd	-	1,419	1,242	1,016	
53	* P W Market Research Gp. Ltd	-	1,373	1,709	2,454	
54	* Eur. Digital Capital Ltd	-	1,359	1,001	475	
55	Flamingo Research Ltd	-	1,339	1,047	851	
56	I R B Intl. Ltd	-	1,241	1,052	843	
57	Opinion Leader Research Ltd.	-	1,157	941	421	
58	* T V Strategy Ltd.	-	1,150	1,284	-	
59	F D S Market Research Hldgs. Ltd	-	1,139	1,121	1,219	
60	* The Research Partnership Ltd.	-	1,095	565	-	
61	Diagnostics Social & Market Research Ltd	-	1,038	893	1,045	
62	* Halogen Enterprises Ltd	-	1,029	1,423	1,218	
63	Ipsos Cati Centre Ltd	-	982	712	248	
64	Network Research & Mktg. Ltd	-	979	793	1,140	
65	Quadrangle Research Ltd	-	966	785	150	
66	Facts Intl. Ltd	1,021	964	772	459	
67	The Leadership Factor Ltd	-	929	720	360	
68	Citigate D V L Smith Ltd	-	890	984	896	
69	Intl. Research Assocts. (UK) Ltd	-	885	1,088	1,164	
70	Managing The Service Bus. Ltd	-	883	988	760	
71	Prescient Ltd	-	856	477	290	
72	Carat Insight Ltd	-	838	530	681	
73	Numbers Market Research Ltd	-	837	321	291	
74	Conquest Research & Consultancy Ltd	-	836	908	909	
75	Flackett, Stevens & Assocts. Ltd	-	833	797	595	
76	Cram Intl. Ltd	-	824	755	731	
77	City Research Gp. PLC	-	806	976	789	
78	Infocorp Ltd	-	741	616	415	
79	Petchey (Mgmt. & Finance) Ltd	-	729	676	655	
80	Intercam Ltd	-	715	646	680	
81	Millward Brown Precis Ltd	-	710	431	311	
82	Context Research Intl. Ltd	-	688	488	556	
83	Albemarle Mktg. Research Ltd	-	641	604	380	
84	Wardle McLean Strategic Research Consultancy Ltd	530	624	308	231	
85	Roper Starch Worldwide Ltd	905	622	665	610	
86	Consensus Research Intl. Ltd	535	601	659	538	
87	Cragg Ross Dawson Ltd	-	587	468	576	
88	Accent Mktg. & Research Ltd	777	566	624	469	
89	Research & Mktg. Ltd	-	554	535	512	
90	Link Strategic Research UK Ltd	-	553	533	340	
91	■ Nion Ltd	-	539	380	-	
92	Specialist Field Resources Ltd	-	525	2,368	1,666	
93	* Market Tracking Intl. Ltd	231	467	1,063	781	
94	George Street Research Ltd	-	460	186	192	
95	W.H.F. (Southern) Ltd	-	458	534	341	
96	■ Ipsos Insight Ltd	-	441	361	-	
97	■ Market Probe Europe Ltd	-	397	139	-	
98	Outlook Research Ltd	591	385	343	130	
99	The Brattle Gp. Ltd	-	383	232	62	
100	■ M X Promotions Ltd	-	363	212	-	
101	Novaction (U.K.) Ltd	-	354	274	284	
102	Define Research & Mktg. Intl. PLC	421	333	390	273	

See sections 6 & 7 for Analysis Notes and Definitions

Total Assets

League Table Position		Recently Filed Accounts	Total Assets £'000	
		00/01	99/00	98/99
103	Hallett Arendt Mktg. & Research Ltd	-	333	267
104	V.A.Research Ltd	-	307	394
105	* Netpoll Ltd	-	307	234
106	Parker Tanner Woodham Ltd	310	292	264
107	C I T Research Ltd	-	280	318
108	Directions (Research & Mktg.) Ltd	521	270	413
109	Prognosis Ltd	-	255	350
110	■ S M C Field Mktg. Ltd	-	254	-
111	Springboard Mktg. Ltd	-	249	293
112	Customer Satisfaction Surveys Ltd	-	235	454
113	Reflexions Market Research Ltd	196	233	147
114	Andrew Irving Assocts. Ltd	-	220	180
115	Strategic Mktg. & Research Consultants Ltd	-	203	189
116	Quality Medical Field Ltd	-	193	75
117	Maxis Research Ltd	-	187	68
118	Benchmark Research Ltd	-	185	356
119	■ The Bus. Advantage Gp. PLC	-	124	135
120	■ The Research Bus. Intl. Ltd	-	64	-
-	* Polk Europe Hldgs. Ltd	-	-	30,730
-	* I M S Hldgs. (U.K.) Ltd	-	-	29,441
-	■ Interactive Market Systems (UK) Ltd	-	-	1,113
-	■ Intelliquest, Ltd.	-	-	654
-	* Mobile Sensory Testing Srvc. Ltd	571	-	445
-	■ Counterpoint (UK) Ltd	-	-	151

Number of Employees

League Table Position		Recently Filed Accounts	Number of Employees		
		00/01	99/00	98/99	97/98
MARKET RESEARCH AGENCIES					
1	* Taylor Nelson Sofres PLC	7,125	5,603	4,830	1,561
2	* Sitel Europe Ltd	-	3,953	3,304	2,585
3	Millward Brown Intl. Ltd	2,539	2,643	2,560	2,344
4	Taylor Nelson Sofres Gp. Ltd	-	1,111	1,111	997
5	M B L Gp. PLC (The)	-	1,040	1,050	793
6	* N O P Research Gp. Ltd	598	591	595	564
7	F D S Market Research Hldgs. Ltd	-	500	288	172
8	Public Attitude Surveys Ltd	-	479	435	131
9	* Ipsos UK Ltd	-	452	402	381
10	Research Intl. Ltd	-	434	419	411
11	* B M R B Intl. Ltd	408	385	347	336
12	* Market & Opinion Research Intl. Ltd	231	376	345	299
13	C S W Research Ltd	-	345	300	297
14	I R I Infoscan Ltd	-	304	297	245
15	* Xtreme Information Ltd	-	227	140	13
16	* The Gallup Organization Ltd	154	220	190	197
17	* Maritz. Trbi Ltd	-	211	133	132
18	G F K Mktg. Srvc. Ltd	204	207	197	190
19	* Infratest Burke Gp. Ltd	-	195	177	154
20	* Isis Research PLC	-	183	119	90
21	Frost & Sullivan, Ltd	-	176	163	178
22	Total Research Ltd	-	167	150	55
23	Medicare Audits Ltd	-	160	160	131
24	* Romtec PLC	-	158	141	162
25	Network Research & Mktg. Ltd	-	158	108	145
26	* Bostock Mktg. Gp. Ltd	164	156	100	73
27	* Euromonitor PLC	-	152	124	106
28	* Opinion Research Ltd	-	120	133	137
29	Mintel Intl. Gp. Ltd	-	115	102	84
30	Added Value Ltd	-	110	82	68
31	Bus. & Market Research Ltd	105	106	92	82
32	* O.R.C. Intl. Ltd.	-	102	104	67
33	* I D C UK Ltd	-	96	79	202
34	Produce Studies Ltd	-	89	87	86
35	■ The Research Bus. Intl. Ltd	-	88	-	-
36	I.F.F Research Ltd	-	83	62	78
37	Hauck Research Srvc. Ltd	-	82	78	51
38	* Morpace Intl. Ltd.	-	81	62	6
39	Insight Medical Research Ltd	-	74	75	83
40	■ S M C Field Mktg. Ltd	-	74	-	-
41	The Leadership Factor Ltd	-	69	43	16
42	Market Research Solutions Ltd	-	55	53	47
43	The Research Department Ltd	-	54	41	34
44	■ Mathematical Market Research Ltd	-	47	43	-
45	Adelphi Intl. Research Ltd	-	39	30	27
46	■ Market Probe Europe Ltd	-	38	38	-
47	* P W Market Research Gp. Ltd	-	37	52	78
48	■ S G A Research Intl. Ltd	35	36	37	-
49	Intl. Research Assocs. (UK) Ltd	-	35	33	39
50	Petchey (Mgmt. & Finance) Ltd	-	33	30	8

Number of Employees

League Table Position		Recently Filed Accounts 00/01	Number of Employees			
			99/00	98/99	97/98	
51	City Research Gp. PLC	-	33	29	28	
52	* G F K GB Ltd	24	32	29	22	
53	Facts Intl. Ltd	38	30	24	172	
54	* Halogen Enterprises Ltd	-	26	23	-	
55	Managing The Service Bus. Ltd	-	24	23	19	
56	■ Millward Brown Precis Ltd	-	24	16	-	
57	* Netpoll Ltd	-	23	6	3	
58	I R B Intl. Ltd	-	22	25	375	
59	Consensus Research Intl. Ltd	22	22	23	20	
60	■ Citigate D V L Smith Ltd	-	22	20	-	
61	■ The Bus. Advantage Gp. PLC	-	20	15	-	
62	Bus. Development Research Consultants Ltd	-	19	19	16	
63	■ W.H.F. (Southern) Ltd	-	19	17	-	
64	Goldfarb Consultants UK Ltd	-	18	24	17	
65	Carat Insight Ltd	-	16	15	13	
66	Novaction (U.K.) Ltd	-	16	15	12	
67	Opinion Leader Research Ltd.	-	16	12	8	
68	■ Nion Ltd	-	16	10	-	
69	Flamingo Research Ltd	-	15	15	15	
70	Flackett, Stevens & Assocts. Ltd	-	15	14	13	
71	Link Strategic Research UK Ltd	-	15	12	12	
72	Putnam Investments Ltd	20	14	14	12	
73	C I T Research Ltd	-	13	20	20	
74	Context Research Intl. Ltd	-	13	13	20	
75	Diagnostics Social & Market Research Ltd	-	13	13	12	
76	Albemarle Mktg. Research Ltd	-	11	11	10	
77	■ Customer Satisfaction Surveys Ltd	-	11	8	-	
78	■ Corporate Information Ltd	-	11	-	-	
79	Numbers Market Research Ltd	-	10	10	10	
80	Wardle McLean Strategic Research Consultancy Ltd	7	10	6	18	
81	Directions (Research & Mktg.) Ltd	8	8	7	9	
82	Outlook Research Ltd	-	7	5	3	
83	N R G-Uk Ltd	-	6	6	6	
84	Maxis Research Ltd	-	6	5	5	
85	The Brattle Gp. Ltd	-	5	5	2	
86	■ Pinder Fry & Benjamin Ltd	-	5	4	-	
87	Quality Medical Field Ltd	-	3	2	2	
88	* Eur. Digital Capital Ltd	-	2	2	2	
89	Specialist Field Resources Ltd	-	2	2	2	
-	* I M S Hldgs. (U.K.) Ltd	-	-	304	319	
-	* Polk Europe Hldgs. Ltd	-	-	236	123	
-	■ Intelliquest, Ltd.	-	-	57	42	
-	* Market Tracking Intl. Ltd	-	-	30	32	
-	■ Interactive Market Systems (UK) Ltd	-	-	18	17	
-	■ Counterpoint (UK) Ltd	-	-	15	-	
-	■ V.A.Research Ltd	-	-	12	10	
-	■ Hallett Arendt Mktg. & Research Ltd	-	-	11	11	
-	■ Roper Starch Worldwide Ltd	-	-	-	12	
-	■ Parker Tanner Woodham Ltd	-	-	-	6	
-	■ Accent Mktg. & Research Ltd	-	-	-	-	
-	■ Andrew Irving Assocts. Ltd	-	-	-	-	
-	■ Benchmark Research Ltd	-	-	-	-	

Number of Employees

League Table Position	Recently Filed Accounts	Number of Employees			
		00/01	99/00	98/99	97/98
- ■ Conquest Research & Consultancy Ltd	-	-	-	-	-
- ■ Cragg Ross Dawson Ltd	-	-	-	-	-
- ■ Cram Intl. Ltd	-	-	-	-	-
- ■ Define Research & Mktg. Intl. PLC	-	-	-	-	-
- ■ Discovery Research Ltd	-	-	-	-	-
- ■ George Street Research Ltd	-	-	-	-	-
- ■ I C M Research Ltd	-	-	-	-	-
- ■ Infocorp Ltd	-	-	-	-	-
- ■ Intercam Ltd	-	-	-	-	-
- ■ Ipsos Cati Centre Ltd	-	-	-	-	-
- ■ Ipsos Insight Ltd	-	-	-	-	-
- ■ M X Promotions Ltd	-	-	-	-	-
- * Mobile Sensory Testing Srvcs. Ltd	-	-	-	-	-
- ■ Praxis Research & Consulting Ltd	-	-	-	-	-
- ■ Prescient Ltd	-	-	-	-	-
- ■ Prognosis Ltd	-	-	-	-	-
- ■ Quadrangle Research Ltd	-	-	-	-	-
- ■ Reflexions Market Research Ltd	-	-	-	-	-
- ■ Research & Mktg. Ltd	-	-	-	-	-
- ■ Sample Surveys Ltd	-	-	-	-	-
- ■ Springboard Mktg. Ltd	-	-	-	-	-
- ■ Strategic Mktg. & Research Consultants Ltd	-	-	-	-	-
- * T V Strategy Ltd.	-	-	-	-	-
- * The Research Partnership Ltd.	-	-	-	-	-

Return on Capital

League Table Position		Recently Filed Accounts 00/01		Return on Capital %		Pre-tax Profit £'000 99/00	Capital Employed £'000 99/00
			99/00	98/99	97/98		
MARKET RESEARCH AGENCIES							
1	Directions (Research & Mktg.) Ltd	7,275.0	14,000.0	664.5	958.1	140	1
2	Specialist Field Resources Ltd	-	5,056.3	10,028.6	49.2	809	16
3	Quality Medical Field Ltd	-	666.7	887.6	937.6	80	12
4	■ Flackett, Stevens & Assocts. Ltd	-	564.4	352.7	^	491	87
5	■ M X Promotions Ltd	-	515.4	128.6	-	67	13
6	Prescient Ltd	-	278.9	152.7	112.9	343	123
7	Prognosis Ltd	-	251.8	344.0	375.8	282	112
8	■ Maxis Research Ltd	-	210.0	^	^	84	40
9	■ Pinder Fry & Benjamin Ltd	-	200.5	130.1	-	2,421	1,208
10	■ Reflexions Market Research Ltd	-	159.8	300.0	^	139	87
11	Diagnostics Social & Market Research Ltd	-	149.1	128.4	143.4	225	151
12	Taylor Nelson Sofres Gp. Ltd	-	145.4	147.6	280.5	15,797	10,868
13	■ The Research Bus. Intl. Ltd	-	143.8	-	-	92	64
14	■ The Brattle Gp. Ltd	-	133.0	^	^	117	88
15	I C M Research Ltd	-	128.8	120.6	132.6	551	428
16	Mintel Intl. Gp. Ltd	-	108.0	113.0	77.0	1,243	1,151
17	Define Research & Mktg. Intl. PLC	111.4	107.9	58.4	-241.6	69	64
18	Opinion Leader Research Ltd.	-	106.6	128.9	160.2	701	658
19	■ Carat Insight Ltd	-	106.5	355.2	^	197	185
20	■ Ipsos Insight Ltd	-	98.1	54.0	-	102	104
21	■ S M C Field Mktg. Ltd	-	95.9	-	-	13	14
22	Praxis Research & Consulting Ltd	-	88.0	-100.0	127.6	269	306
23	■ Novaction (U.K.) Ltd	-	86.9	132.8	^	145	167
24	Outlook Research Ltd	110.3	86.7	149.6	489.8	117	135
25	■ Nion Ltd	-	86.5	177.1	-	316	366
26	Numbers Market Research Ltd	-	86.1	107.6	135.8	309	359
27	* Ipsos UK Ltd	-	84.3	82.8	18.1	1,585	1,881
28	Link Strategic Research UK Ltd	-	83.9	66.2	1.9	83	99
29	■ Albemarle Mktg. Research Ltd	-	82.7	125.0	^	57	69
30	Cragg Ross Dawson Ltd	-	80.3	12.2	51.6	203	253
31	The Research Department Ltd	-	79.5	146.8	1,027.3	606	763
32	I R B Intl. Ltd	-	76.8	263.8	25.9	89	116
33	Adelphi Intl. Research Ltd	-	76.2	47.6	84.8	1,005	1,321
34	G F K Mktg. Srvcs. Ltd	141.7	75.9	139.9	141.5	1,703	2,245
35	■ Ipsos Cati Centre Ltd	-	72.0	76.0	^	282	392
36	Millward Brown Intl. Ltd	53.3	66.5	63.6	75.8	8,563	12,893
37	George Street Research Ltd	-	63.1	-22.2	7.2	29	46
38	Sample Surveys Ltd	-	61.2	63.0	23.2	706	1,155
39	Putnam Investments Ltd	36.8	61.1	62.5	69.2	6,876	11,256
40	■ Corporate Information Ltd	-	61.1	-	-	792	1,298
41	Wardle McLean Strategic Research Consultancy Ltd	27.9	60.5	75.6	109.0	162	268
42	The Leadership Factor Ltd	-	59.5	57.2	109.0	307	516
43	Petchey (Mgmt. & Finance) Ltd	-	56.0	43.5	50.0	155	277
44	Produce Studies Ltd	-	54.5	101.3	59.0	289	531
45	* The Research Partnership Ltd.	-	52.4	152.1	-	250	478
46	■ Market Probe Europe Ltd	-	51.6	-30.1	-	103	200
47	Cram Intl. Ltd	-	47.2	32.7	4.6	74	157
48	■ S G A Research Intl. Ltd	23.0	46.4	73.3	-	758	1,637
49	Facts Intl. Ltd	19.3	46.1	54.8	61.7	198	430
50	■ Millward Brown Precis Ltd	-	45.3	53.2	-	174	384

See sections 6 & 7 for Analysis Notes and Definitions

Return on Capital

League Table Position		Recently Filed Accounts 00/01	Return on Capital %			Pre-tax Profit £'000 99/00	Capital Employed £'000 99/00
			99/00	98/99	97/98		
51	■ W.H.F. (Southern) Ltd	-	45.0	68.4	-	98	217
52	Conquest Research & Consultancy Ltd	-	44.9	84.9	82.8	127	283
53	Hauck Research Srvcs. Ltd	-	44.1	42.9	46.6	647	1,469
54	■ The Bus. Advantage Gp. PLC	-	42.4	48.2	-	11	26
55	Medicare Audits Ltd	-	39.8	50.4	72.6	1,616	4,065
56	C S W Research Ltd	-	37.4	43.7	113.6	402	1,075
57	Andrew Irving Assocts. Ltd	-	37.0	34.2	22.5	41	111
58	V.A.Research Ltd	-	36.6	1.4	9.3	15	41
59	Research Intl. Ltd	-	36.5	69.4	95.1	5,159	14,142
60	Discovery Research Ltd	-	36.2	42.6	45.3	321	889
61	Context Research Intl. Ltd	-	35.3	12.1	-84.9	97	275
62	Roper Starch Worldwide Ltd	54.2	35.0	55.0	47.9	112	320
63	* Romtec PLC	-	32.8	29.7	35.6	331	1,012
64	Parker Tanner Woodham Ltd	34.3	32.1	33.1	35.0	67	209
65	* N O P Research Gp. Ltd	24.5	30.5	33.3	27.6	6,001	19,730
66	* Taylor Nelson Sofres PLC	15.0	30.2	33.9	17.4	31,100	103,100
67	* Eur. Digital Capital Ltd	-	29.9	30.9	-4.2	160	536
68	Hallett Arendt Mktg. & Research Ltd	-	29.3	38.3	14.5	38	130
69	Citigate D V L Smith Ltd	-	26.5	9.3	31.7	129	487
70	■ Mathematical Market Research Ltd	-	26.3	23.0	-	220	839
71	Flamingo Research Ltd	-	26.0	21.2	55.4	150	577
72	Bus. Development Research Consultants Ltd	-	25.0	35.4	32.8	258	1,034
73	Accent Mktg. & Research Ltd	48.8	25.0	28.0	26.2	35	140
74	Intercam Ltd	-	23.8	6.3	64.5	14	59
75	Insight Medical Research Ltd	-	23.1	56.9	54.1	232	1,007
76	F D S Market Research Hldgs. Ltd	-	23.0	36.6	116.7	82	358
77	Managing The Service Bus. Ltd	-	21.9	18.1	29.6	70	321
78	Frost & Sullivan, Ltd	-	21.8	29.3	22.9	193	888
79	N R G-Uk Ltd	-	19.9	19.1	25.7	240	1,209
80	Network Research & Mktg. Ltd	-	19.4	25.3	33.2	108	558
81	* Market & Opinion Research Intl. Ltd	130.7	18.2	-10.0	23.8	744	4,096
82	* I D C UK Ltd	-	18.0	9.8	917.7	543	3,024
83	I.F.F Research Ltd	-	17.8	-83.2	28.8	25	141
84	Infocorp Ltd	-	17.4	54.7	35.7	35	202
85	Springboard Mktg. Ltd	-	17.4	-15.9	40.6	16	92
86	M B L Gp. PLC (The)	-	16.6	24.6	36.9	1,830	11,071
87	Total Research Ltd	-	15.7	21.0	24.8	333	2,127
88	Goldfarb Consultants UK Ltd	-	13.5	38.4	48.2	263	1,951
89	Research & Mktg. Ltd	-	13.5	32.4	25.8	41	305
90	Added Value Ltd	-	9.6	30.9	34.9	42	442
91	Bus. & Market Research Ltd	27.2	9.2	14.9	7.0	226	2,465
92	* B M R B Intl. Ltd	3.9	5.6	13.4	5.7	4,617	83,630
93	* O.R.C. Intl. Ltd.	-	2.3	4.6	30.6	68	3,015
94	* Isis Research PLC	-	0.6	-16.8	24.3	24	4,111
95	* Bostock Mktg. Gp. Ltd	39.5	0.4	14.8	57.5	2	629
96	* The Gallup Organization Ltd	-1.9	-1.4	26.5	-10.4	-10	674
97	* Sitel Europe Ltd	-	-3.7	-8.1	20.9	-1,294	34,583
98	* Maritz. Trbi Ltd	-	-4.5	47.2	54.3	-81	1,769
99	Market Research Solutions Ltd	-	-14.3	5.8	28.8	-84	584
100	* P W Market Research Gp. Ltd	-	-25.0	89.4	11.0	-10	40
101	* Xtreme Information Ltd	-	-25.7	-2,311.2	-262.9	-955	3,713
102	Strategic Mktg. & Research Consultants Ltd	-	-32.3	17.9	26.8	-23	71

Return on Capital

League Table Position		Recently Filed Accounts	Return on Capital %			Pre-tax Profit £'000	Capital Employed £'000
		00/01	99/00	98/99	97/98	99/00	99/00
103	Consensus Research Intl. Ltd	14.3	-40.7	40.0	32.2	-53	130
104	* T V Strategy Ltd.	-	-54.1	-58.0	-	-410	757
105	* Opinion Research Ltd	-	-55.8	29.4	-43.6	-423	758
106	Benchmark Research Ltd	-	-96.7	-63.2	4.7	-179	185
107	■ Intl. Research Assocs. (UK) Ltd	-	-98.1	^	6.4	-158	161
108	* Market Tracking Intl. Ltd	98.7	-150.0	654.9	-77.8	-3	2
109	* Euromonitor PLC	-	-264.2	-2.4	13.0	-716	271
110	C I T Research Ltd	-	-1,300.0	-296.2	74.0	-26	2
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	204.7	^	-	-
-	■ Public Attitude Surveys Ltd	-	^	142.5	59.4	-172	-109
-	■ Counterpoint (UK) Ltd	-	-	131.2	-	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	119.9	622.8	-	-
-	■ Intelliquest, Ltd.	-	-	38.9	53.7	-	-
-	* Morpace Intl. Ltd.	-	^	37.8	-283.8	-194	-164
-	* Halogen Enterprises Ltd	-	^	3.7	-	-1,054	-709
-	■ Customer Satisfaction Surveys Ltd	-	^	0.0	58.7	-82	-20
-	* Polk Europe Hldgs. Ltd	-	-	-8.5	-20.5	-	-
-	■ City Research Gp. PLC	-	^	-91.5	20.2	-315	-180
-	* G F K GB Ltd	-194.7	^	-104.8	5.2	-429	-253
-	* Infratest Burke Gp. Ltd	-	^	^	301.9	-171	-299
-	* Netpoll Ltd	-	^	^	140.0	-428	-277
-	* I M S Hldgs. (U.K.) Ltd	-	-	^	^	-	-
-	■ I R I Infoscan Ltd	-	^	^	^	-2,317	-7,237
-	■ Quadrangle Research Ltd	-	^	^	^	-545	-610
Average of companies with 3 years data			58.9	66.7	80.7		
Total of companies selected						52,506	89,245
Average of companies with 3 years data			58.9	66.7	80.7		
Total of companies selected						52,506	89,245

Return on Total Assets

League Table Position		Recently Filed Accounts 00/01	Return on Total Assets %			Pre-tax Profit £'000 99/00	Total Assets £'000 99/00
MARKET RESEARCH AGENCIES							
1	Specialist Field Resources Ltd	-	154.1	29.7	41.3	809	525
2	■ The Research Bus. Intl. Ltd	-	143.8	-	-	92	64
3	Prognosis Ltd	-	110.6	98.3	57.8	282	255
4	■ Pinder Fry & Benjamin Ltd	-	99.6	86.2	-	2,421	2,432
5	Opinion Leader Research Ltd.	-	60.6	55.2	82.2	701	1,157
6	Reflexions Market Research Ltd	-	59.7	18.4	-22.5	139	233
7	Flackett, Stevens & ASSOCTS. Ltd	-	59.0	50.5	48.8	491	833
8	■ Nion Ltd	-	58.8	68.1	-	316	539
9	Directions (Research & Mktg.) Ltd	55.9	51.9	72.4	46.0	140	270
10	Maxis Research Ltd	-	45.0	-2.9	7.0	84	187
11	Quality Medical Field Ltd	-	41.5	94.7	131.6	80	193
12	■ Corporate Information Ltd	-	41.5	-	-	792	1,912
13	Novaction (U.K.) Ltd	-	41.0	26.7	5.7	145	354
14	Prescient Ltd	-	40.1	29.8	25.0	343	856
15	Putnam Investments Ltd	30.3	38.7	42.7	37.0	6,876	17,781
16	Sample Surveys Ltd	-	37.4	19.7	6.1	706	1,889
17	Numbers Market Research Ltd	-	37.0	48.6	19.6	309	837
18	Cragg Ross Dawson Ltd	-	34.6	6.5	22.6	203	587
19	The Leadership Factor Ltd	-	33.1	21.2	43.9	307	929
20	Adelphi Intl. Research Ltd	-	32.9	8.3	23.4	1,005	3,057
21	The Brattle Gp. Ltd	-	30.6	0.0	-20.9	117	383
22	Outlook Research Ltd	54.9	30.4	49.3	75.4	117	385
23	I C M Research Ltd	-	29.3	22.5	23.5	551	1,881
24	Ipsos Cati Centre Ltd	-	28.8	21.4	-66.8	282	982
25	G F K Mktg. Svcs. Ltd	32.7	26.7	26.6	27.5	1,703	6,402
26	Millward Brown Intl. Ltd	22.4	26.2	26.3	25.5	8,563	32,698
27	Wardle McLean Strategic Research Consultancy Ltd	17.8	26.0	33.2	46.3	162	624
28	■ Market Probe Europe Ltd	-	26.0	-24.2	-	103	397
29	■ Millward Brown Precis Ltd	-	24.5	27.4	-	174	710
30	Medicare Audits Ltd	-	24.0	25.0	35.6	1,616	6,749
31	Carat Insight Ltd	-	23.6	38.9	0.6	197	838
32	■ Ipsos Insight Ltd	-	23.2	5.1	-	102	441
33	Parker Tanner Woodham Ltd	19.7	23.0	25.4	23.2	67	292
34	* The Research Partnership Ltd.	-	22.9	80.2	-	250	1,095
35	Discovery Research Ltd	-	22.7	23.9	26.8	321	1,419
36	Diagnostics Social & Market Research Ltd	-	21.7	21.3	19.7	225	1,038
37	■ W.H.F. (Southern) Ltd	-	21.4	32.8	-	98	458
38	Petchey (Mgmt. & Finance) Ltd	-	21.3	10.8	7.5	155	729
39	Define Research & Mktg. Intl. PLC	42.1	20.8	1.8	-10.6	69	333
40	Facts Intl. Ltd	9.0	20.6	19.5	19.7	198	964
41	* Ipsos UK Ltd	-	19.2	15.9	3.5	1,585	8,270
42	Praxis Research & Consulting Ltd	-	19.0	-51.5	38.0	269	1,423
43	Andrew Irving ASSOCTS. Ltd	-	18.7	15.6	7.8	41	220
44	■ M X Promotions Ltd	-	18.5	12.8	-	67	363
45	Roper Starch Worldwide Ltd	9.6	18.1	26.7	16.8	112	622
46	C S W Research Ltd	-	18.1	19.5	40.5	402	2,228
47	Taylor Nelson Sofres Gp. Ltd	-	18.1	16.8	15.4	15,797	87,560
48	Mintel Intl. Gp. Ltd	-	17.1	15.2	11.3	1,243	7,287
49	Research Intl. Ltd	-	16.1	18.8	20.4	5,159	32,045
50	N R G-Uk Ltd	-	15.8	14.7	17.8	240	1,519

See sections 6 & 7 for Analysis Notes and Definitions

Return on Total Assets

League Table Position		Recently Filed Accounts	Return on Total Assets %			Pre-tax Profit £'000 99/00	Total Assets £'000 99/00
			99/00	98/99	97/98		
51	The Research Department Ltd	-	15.7	25.6	17.7	606	3,882
52	Hauck Research Svcs. Ltd	-	15.5	18.5	24.5	647	4,200
53	Conquest Research & Consultancy Ltd	-	15.2	30.2	22.8	127	836
54	Link Strategic Research UK Ltd	-	15.1	15.4	0.9	83	553
55	Citigate D V L Smith Ltd	-	14.5	5.3	19.1	129	890
56	Context Research Intl. Ltd	-	14.1	6.1	-22.3	97	688
57	■ Mathematical Market Research Ltd	-	13.8	12.0	-	220	1,599
58	Produce Studies Ltd	-	13.4	16.6	2.5	289	2,171
59	■ S G A Research Intl. Ltd	7.1	13.3	12.1	-	758	5,701
60	* Romtec PLC	-	13.0	14.3	15.8	331	2,563
61	* N O P Research Gp. Ltd	9.9	12.5	10.7	7.8	6,001	48,053
62	* Eur. Digital Capital Ltd	-	11.8	13.3	-2.9	160	1,359
63	Hallett Arendt Mktg. & Research Ltd	-	11.5	14.7	5.8	38	333
64	Flamingo Research Ltd	-	11.3	10.1	28.1	150	1,339
65	Network Research & Mktg. Ltd	-	11.1	15.1	11.3	108	979
66	* Taylor Nelson Sofres PLC	8.0	10.8	13.3	4.6	31,100	290,000
67	Bus. Development Research Consultants Ltd	-	10.6	13.1	13.5	258	2,449
68	M B L Gp. PLC (The)	-	10.5	14.2	21.3	1,830	17,496
69	Cram Intl. Ltd	-	9.0	9.1	0.7	74	824
70	■ The Bus. Advantage Gp. PLC	-	8.9	7.9	-	11	124
71	Albemarle Mktg. Research Ltd	-	8.9	2.5	-0.5	57	641
72	Goldfarb Consultants UK Ltd	-	8.1	21.1	15.5	263	3,275
73	Managing The Service Bus. Ltd	-	8.0	5.4	10.3	70	883
74	Research & Mktg. Ltd	-	7.5	16.3	9.8	41	554
75	Insight Medical Research Ltd	-	7.4	13.8	7.9	232	3,177
76	Total Research Ltd	-	7.2	9.1	11.6	333	4,634
77	F D S Market Research Hldgs. Ltd	-	7.2	7.1	12.1	82	1,139
78	I R B Intl. Ltd	-	7.2	6.8	11.2	89	1,241
79	* Market & Opinion Research Intl. Ltd	23.6	6.5	-3.9	13.3	744	11,572
80	Springboard Mktg. Ltd	-	6.5	-4.7	13.1	16	249
81	George Street Research Ltd	-	6.4	-3.2	1.1	29	460
82	Accent Mktg. & Research Ltd	10.2	6.2	6.1	6.2	35	566
83	* I D C UK Ltd	-	5.7	1.6	175.8	543	9,689
84	Bus. & Market Research Ltd	14.4	5.4	9.6	4.9	226	4,227
85	Frost & Sullivan, Ltd	-	5.3	1.7	5.7	193	3,681
86	■ S M C Field Mktg. Ltd	-	5.3	-	-	13	254
87	* B M R B Intl. Ltd	3.4	5.0	11.8	5.0	4,617	92,455
88	V.A.Research Ltd	-	4.9	0.3	1.3	15	307
89	Infocorp Ltd	-	4.8	18.2	13.8	35	741
90	Intercam Ltd	-	2.0	0.5	4.3	14	715
91	I.F.F Research Ltd	-	1.7	-22.3	8.7	25	1,515
92	Added Value Ltd	-	1.1	8.3	9.1	42	3,964
93	* O.R.C. Intl. Ltd.	-	1.0	2.4	3.8	68	7,027
94	* Isis Research PLC	-	0.5	-11.9	21.3	24	5,213
95	* Bostock Mktg. Gp. Ltd	18.0	0.2	5.2	29.7	2	1,535
96	* The Gallup Organization Ltd	-1.1	-0.3	8.5	-4.5	-10	2,851
97	* Market Tracking Intl. Ltd	64.6	-0.6	19.1	-11.2	-3	467
98	* P W Market Research Gp. Ltd	-	-0.7	4.0	2.5	-10	1,373
99	* Maritz. Trbi Ltd	-	-1.1	15.3	18.5	-81	6,807
100	* Sitel Europe Ltd	-	-1.5	-4.1	10.4	-1,294	81,818
101	Public Attitude Surveys Ltd	-	-1.7	3.8	4.6	-172	9,959
102	* Infratest Burke Gp. Ltd	-	-2.1	5.2	11.5	-171	7,990

Return on Total Assets

League Table Position		Recently Filed Accounts 00/01	Return on Total Assets %			Pre-tax Profit £'000 99/00	Total Assets £'000 99/00
			99/00	98/99	97/98		
103	Market Research Solutions Ltd	-	-3.4	3.9	10.8	-84	2,468
104	* Opinion Research Ltd	-	-7.1	3.8	-6.9	-423	5,924
105	Consensus Research Intl. Ltd	4.0	-8.8	10.7	6.9	-53	601
106	C I T Research Ltd	-	-9.2	-25.1	22.0	-26	280
107	* Xtreme Information Ltd	-	-10.8	-92.1	-132.7	-955	8,837
108	Strategic Mktg. & Research Consultants Ltd	-	-11.3	8.0	12.0	-23	203
109	* Morpace Intl. Ltd.	-	-13.3	1.3	-15.1	-194	1,453
110	Intl. Research Assocts. (UK) Ltd	-	-17.8	-30.0	2.8	-158	885
111	I R I Infoscan Ltd	-	-18.3	-43.2	-52.6	-2,317	12,626
112	* G F K GB Ltd	-41.0	-22.0	-3.0	0.3	-429	1,943
113	* Euromonitor PLC	-	-22.5	-0.9	6.3	-716	3,179
114	Customer Satisfaction Surveys Ltd	-	-34.8	0.0	15.4	-82	235
115	* T V Strategy Ltd.	-	-35.6	-41.8	-	-410	1,150
116	City Research Gp. PLC	-	-39.0	-16.5	8.3	-315	806
117	Quadrangle Research Ltd	-	-56.4	-7.7	-3.5	-545	966
118	Benchmark Research Ltd	-	-96.7	-56.4	3.9	-179	185
119	* Halogen Enterprises Ltd	-	-102.4	1.5	-	-1,054	1,029
120	* Netpoll Ltd	-	-139.4	-44.8	53.9	-428	307
-	■ Counterpoint (UK) Ltd	-	-	53.0	-	-	-
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	39.6	47.3	-	-
-	■ Intelliquest, Ltd.	-	-	28.0	40.1	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	27.2	29.6	-	-
-	* Polk Europe Hldgs. Ltd	-	-	-7.0	-14.9	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	-20.9	-0.9	-	-
Average of companies with 3 years data			16.6	16.2	15.4	52,506	316,387
Total of companies selected							
Average of companies with 3 years data			16.6	16.2	15.4	52,506	316,387
Total of companies selected							

Pre-tax Profit Margin

League Table Position		Recently	Pre-tax Profit Margin			Pre-tax	Sales
		Filed	%			Profit	
		Accounts				£'000	£'000
		00/01	99/00	98/99	97/98	99/00	99/00
MARKET RESEARCH AGENCIES							
1	■ Pinder Fry & Benjamin Ltd	-	63.7	81.1	-	2,421	3,803
2	■ Corporate Information Ltd	-	45.0	-	-	792	1,760
3	Flackett, Stevens & ASSOCTS. Ltd	-	37.4	32.7	28.0	491	1,314
4	■ Nion Ltd	-	29.8	34.4	-	316	1,064
5	Prognosis Ltd	-	27.8	29.1	39.0	282	1,015
6	Opinion Leader Research Ltd.	-	27.3	32.8	30.9	701	2,570
7	The Leadership Factor Ltd	-	25.6	14.8	25.2	307	1,201
8	Directions (Research & Mktg.) Ltd	28.6	22.4	38.0	27.7	140	626
9	Numbers Market Research Ltd	-	21.3	17.4	6.9	309	1,453
10	Medicare Audits Ltd	-	19.9	22.7	29.5	1,616	8,129
11	Prescient Ltd	-	19.2	12.9	12.1	343	1,792
12	Putnam Investments Ltd	19.1	18.8	18.9	17.9	6,876	36,680
13	Praxis Research & Consulting Ltd	-	18.1	-15.6	12.2	269	1,489
14	The Research Department Ltd	-	16.6	23.5	17.4	606	3,667
15	Taylor Nelson Sofres Gp. Ltd	-	16.4	13.4	11.1	15,797	96,554
16	Cragg Ross Dawson Ltd	-	16.2	2.9	11.6	203	1,258
17	Wardle McLean Strategic Research Consultancy Ltd	8.6	16.1	14.4	19.1	162	1,008
18	* The Research Partnership Ltd.	-	15.9	50.9	-	250	1,580
19	Adelphi Intl. Research Ltd	-	15.0	5.4	9.0	1,005	6,703
20	Reflexions Market Research Ltd	-	14.9	5.2	-7.2	139	933
21	Millward Brown Intl. Ltd	17.0	14.7	12.8	12.9	8,563	58,397
22	Ipsos Cati Centre Ltd	-	13.8	12.3	-231.8	282	2,047
23	Discovery Research Ltd	-	13.7	15.6	19.5	321	2,359
24	Mintel Intl. Gp. Ltd	-	13.7	9.9	6.5	1,243	9,078
25	I C M Research Ltd	-	13.4	8.8	8.7	551	4,116
26	G F K Mktg. Svcs. Ltd	13.2	13.3	12.9	13.5	1,703	12,886
27	Outlook Research Ltd	24.3	13.2	18.1	20.9	117	890
28	Sample Surveys Ltd	-	13.0	5.8	1.8	706	5,452
29	Maxis Research Ltd	-	13.0	-0.6	2.5	84	647
30	Quality Medical Field Ltd	-	12.8	13.5	16.8	80	627
31	* B M R B Intl. Ltd	8.3	12.6	34.7	14.8	4,617	36,684
32	Parker Tanner Woodham Ltd	11.2	12.4	15.9	12.5	67	544
33	Novaction (U.K.) Ltd	-	12.4	8.7	1.6	145	1,170
34	The Brattle Gp. Ltd	-	11.1	0.0	-5.6	117	1,059
35	Specialist Field Resources Ltd	-	10.8	10.8	9.7	809	7,518
36	Diagnostics Social & Market Research Ltd	-	10.3	9.1	11.9	225	2,201
37	N R G-Uk Ltd	-	10.3	8.6	9.6	240	2,348
38	Carat Insight Ltd	-	9.9	12.4	0.4	197	2,001
39	■ S G A Research Intl. Ltd	7.4	9.9	8.9	-	758	7,691
40	■ Millward Brown Precis Ltd	-	9.4	10.2	-	174	1,861
41	■ Market Probe Europe Ltd	-	9.3	-10.8	-	103	1,116
42	* Eur. Digital Capital Ltd	-	8.9	14.5	-5.9	160	1,815
43	Research Intl. Ltd	-	8.6	10.0	11.4	5,159	60,558
44	Hauck Research Svcs. Ltd	-	8.4	8.5	9.9	647	7,760
45	* N O P Research Gp. Ltd	8.2	8.4	7.2	5.3	6,001	71,933
46	* Taylor Nelson Sofres PLC	6.8	8.2	8.3	10.6	31,100	380,900
47	* Romtec PLC	-	8.1	7.1	7.4	331	4,101
48	■ Ipsos Insight Ltd	-	8.1	2.0	-	102	1,274
49	C S W Research Ltd	-	7.9	7.7	15.0	402	5,143
50	Facts Intl. Ltd	3.2	7.9	7.6	6.2	198	2,511

Pre-tax Profit Margin

League Table Position		Recently Filed Accounts 00/01	Pre-tax Profit Margin			Pre-tax Profit £'000 99/00	Sales £'000 99/00
			%				
			99/00	98/99	97/98		
51	■ Mathematical Market Research Ltd	-	7.5	6.8	-	220	2,962
52	■ M X Promotions Ltd	-	7.5	5.7	-	67	903
53	Petchey (Mgmt. & Finance) Ltd	-	7.3	4.7	4.8	155	2,147
54	Andrew Irving Assocs. Ltd	-	7.0	5.6	2.5	41	591
55	Roper Starch Worldwide Ltd	4.5	6.6	9.8	6.3	112	1,697
56	Bus. Development Research Consultants Ltd	-	6.5	8.8	7.4	258	3,976
57	■ W.H.F. (Southern) Ltd	-	6.1	12.5	-	98	1,622
58	Context Research Intl. Ltd	-	6.1	2.1	-7.0	97	1,615
59	Define Research & Mktg. Intl. PLC	10.4	5.9	0.8	-4.0	69	1,173
60	Goldfarb Consultants UK Ltd	-	5.7	13.6	10.3	263	4,656
61	Hallett Arendt Mktg. & Research Ltd	-	5.4	5.8	1.6	38	710
62	Network Research & Mktg. Ltd	-	5.4	5.7	4.8	108	2,026
63	Flamingo Research Ltd	-	5.2	4.0	12.0	150	2,903
64	Albemarle Mktg. Research Ltd	-	5.2	1.5	-0.1	57	1,104
65	George Street Research Ltd	-	5.1	-1.1	0.4	29	579
66	M B L Gp. PLC (The)	-	5.0	7.4	8.9	1,830	37,238
67	* Ipsos UK Ltd	-	4.9	4.6	1.0	1,585	32,476
68	Produce Studies Ltd	-	4.7	5.5	1.0	289	6,156
69	Citigate D V L Smith Ltd	-	4.4	2.1	7.5	129	2,965
70	Conquest Research & Consultancy Ltd	-	4.1	9.1	7.7	127	3,146
71	Insight Medical Research Ltd	-	4.1	8.1	5.7	232	5,771
72	Bus. & Market Research Ltd	10.4	4.1	7.2	4.1	226	5,515
73	Link Strategic Research UK Ltd	-	3.9	5.4	0.3	83	2,142
74	Total Research Ltd	-	3.7	5.2	6.2	333	9,238
75	* Market & Opinion Research Intl. Ltd	13.0	3.6	-2.2	8.6	744	21,230
76	Cram Intl. Ltd	-	3.1	3.4	0.3	74	2,424
77	I R B Intl. Ltd	-	2.9	3.1	4.8	89	3,151
78	Research & Mktg. Ltd	-	2.3	5.0	3.9	41	1,843
79	Accent Mktg. & Research Ltd	3.9	2.2	2.7	2.3	35	1,645
80	Managing The Service Bus. Ltd	-	2.2	1.9	4.1	70	3,273
81	Springboard Mktg. Ltd	-	2.2	-1.5	5.3	16	746
82	■ The Bus. Advantage Gp. PLC	-	2.1	2.4	-	11	542
83	F D S Market Research Hldgs. Ltd	-	1.8	2.1	3.6	82	4,779
84	Infocorp Ltd	-	1.7	6.6	4.4	35	2,107
85	* I D C UK Ltd	-	1.7	0.5	33.1	543	32,012
86	I.F.F Research Ltd	-	1.6	-6.5	3.0	25	1,656
87	Frost & Sullivan, Ltd	-	1.5	0.5	1.7	193	12,910
88	Intercam Ltd	-	1.4	0.4	4.7	14	1,070
89	■ S M C Field Mktg. Ltd	-	1.4	-	-	13	990
90	V.A.Research Ltd	-	1.3	0.1	0.6	15	1,198
91	* O.R.C. Intl. Ltd.	-	0.8	1.6	2.0	68	9,537
92	■ The Research Bus. Intl. Ltd	-	0.7	-	-	92	15,001
93	Added Value Ltd	-	0.4	3.2	3.6	42	11,276
94	* Isis Research PLC	-	0.2	-3.8	7.3	24	12,683
95	* Bostock Mktg. Gp. Ltd	6.8	0.1	5.1	10.0	2	3,597
96	* The Gallup Organization Ltd	-0.3	-0.1	3.5	-2.8	-10	7,436
97	* Market Tracking Intl. Ltd	15.4	-0.2	21.2	-11.5	-3	1,102
98	* P W Market Research Gp. Ltd	-	-0.2	1.4	1.0	-10	4,042
99	* Maritz. Trbi Ltd	-	-0.3	6.3	5.0	-81	23,879
100	* Sitel Europe Ltd	-	-1.0	-3.3	8.4	-1,294	123,448
101	* Infratest Burke Gp. Ltd	-	-1.1	2.3	8.1	-171	14,750
102	Consensus Research Intl. Ltd	1.2	-2.6	3.4	2.5	-53	1,978

See sections 6 & 7 for Analysis Notes and Definitions

Pre-tax Profit Margin

League Table Position		Recently Filed Accounts	Pre-tax Profit Margin %			Pre-tax Profit £'000	Sales £'000
		00/01	99/00	98/99	97/98	99/00	99/00
103	Market Research Solutions Ltd	-	-2.7	2.0	3.3	-84	3,020
104	Public Attitude Surveys Ltd	-	-2.7	2.0	2.0	-172	6,264
105	* Opinion Research Ltd	-	-3.0	2.4	-3.3	-423	13,909
106	Strategic Mktg. & Research Consultants Ltd	-	-4.2	3.3	6.7	-23	546
107	C I T Research Ltd	-	-4.7	-9.5	6.6	-26	551
108	* Morpace Intl. Ltd.	-	-5.3	0.6	-12.9	-194	3,646
109	Intl. Research Assocs. (UK) Ltd	-	-6.1	-11.6	1.0	-158	2,567
110	Customer Satisfaction Surveys Ltd	-	-7.6	0.0	9.5	-82	1,071
111	* Euromonitor PLC	-	-8.6	-0.4	2.9	-716	8,268
112	* G F K GB Ltd	-14.3	-9.1	-1.0	0.2	-429	4,707
113	* Xtreme Information Ltd	-	-9.8	-124.9	-2,032.2	-955	9,737
114	I R I Infoscan Ltd	-	-10.4	-21.1	-37.7	-2,317	22,080
115	City Research Gp. PLC	-	-12.2	-6.0	2.5	-315	2,564
116	Benchmark Research Ltd	-	-17.7	-17.3	1.8	-179	1,008
117	* T V Strategy Ltd.	-	-20.5	-37.2	-	-410	1,992
118	* Halogen Enterprises Ltd	-	-33.5	1.0	-	-1,054	3,142
119	Quadrangle Research Ltd	-	-48.1	-5.1	-0.6	-545	1,131
120	* Netpoll Ltd	-	-53.1	-27.2	35.0	-428	806
-	■ Interactive Market Systems (UK) Ltd	-	-	22.1	22.3	-	-
-	■ Intelliquest, Ltd.	-	-	15.0	13.3	-	-
-	■ Counterpoint (UK) Ltd	-	-	12.1	-	-	-
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	8.8	14.1	-	-
-	* Polk Europe Hldgs. Ltd	-	-	-11.8	-26.9	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	-16.3	-0.8	-	-
Average of companies with 3 years data			9.7	8.8	8.1		
Total of companies selected						52,506	541,909
Average of companies with 3 years data			9.7	8.8	8.1		
Total of companies selected						52,506	541,909

Return on Investment

League Table Position		Recently	Return on Investment			Pre-Interest	Investmen
		Filed		%	Profit		
		Accounts			£'000	£'000	
		00/01	99/00	98/99	97/98	99/00	99/00
MARKET RESEARCH AGENCIES							
1	Directions (Research & Mktg.) Ltd	7,450.0	14,500.0	691.2	844.5	145	1
2	Specialist Field Resources Ltd	-	288.0	32.7	47.5	809	281
3	Flackett, Stevens & Assocs. Ltd	-	272.8	205.2	439.4	491	180
4	Prognosis Ltd	-	251.8	344.0	254.0	282	112
5	■ Pinder Fry & Benjamin Ltd	-	200.5	130.1	-	2,421	1,208
6	■ The Research Bus. Intl. Ltd	-	178.2	-	-	114	64
7	I C M Research Ltd	-	128.8	77.6	134.9	551	428
8	■ Prescient Ltd	-	122.1	85.8	-	365	299
9	Mintel Intl. Gp. Ltd	-	108.0	113.0	77.0	1,243	1,151
10	■ Opinion Leader Research Ltd.	-	104.8	124.5	-	702	670
11	■ S M C Field Mktg. Ltd	-	95.9	-	-	13	14
12	Praxis Research & Consulting Ltd	-	88.0	-100.0	127.6	269	306
13	■ Outlook Research Ltd	99.4	86.7	-	-	117	135
14	Carat Insight Ltd	-	81.7	287.7	4.0	200	245
15	Cragg Ross Dawson Ltd	-	80.3	12.2	51.6	203	253
16	Novaction (U.K.) Ltd	-	77.7	107.3	24.0	146	188
17	Adelphi Intl. Research Ltd	-	77.1	31.0	64.2	1,017	1,321
18	G F K Mktg. Svcs. Ltd	100.7	69.5	124.2	125.3	1,703	2,452
19	■ Corporate Information Ltd	-	62.3	-	-	843	1,354
20	Millward Brown Intl. Ltd	42.0	61.1	57.9	65.3	8,563	14,017
21	Wardle McLean Strategic Research Consultancy Ltd	27.9	60.4	69.4	97.0	163	270
22	The Leadership Factor Ltd	-	59.5	57.2	109.0	307	516
23	Sample Surveys Ltd	-	58.1	61.6	28.9	725	1,249
24	Numbers Market Research Ltd	-	56.7	97.6	46.4	309	545
25	* Ipsos UK Ltd	-	56.0	55.2	14.5	1,633	2,921
26	Define Research & Mktg. Intl. PLC	63.5	54.4	32.2	-13.9	75	138
27	■ Maxis Research Ltd	-	51.3	-3.1	-	84	164
28	George Street Research Ltd	-	50.7	3.9	6.4	37	73
29	Link Strategic Research UK Ltd	-	49.8	34.5	2.1	87	175
30	■ Market Probe Europe Ltd	-	48.2	-30.1	-	103	214
31	Putnam Investments Ltd	36.8	48.0	61.0	53.3	6,876	14,349
32	* The Research Partnership Ltd.	-	46.3	100.7	-	250	540
33	Hauck Research Svcs. Ltd	-	45.3	42.9	46.6	665	1,469
34	Diagnostics Social & Market Research Ltd	-	44.6	45.6	40.4	249	559
35	■ Conquest Research & Consultancy Ltd	-	44.5	75.7	-	129	290
36	■ The Brattle Gp. Ltd	-	41.1	0.0	-	117	285
37	Facts Intl. Ltd	18.3	40.9	55.9	48.5	202	494
38	■ Ipsos Cati Centre Ltd	-	40.7	30.6	-	282	694
39	Medicare Audits Ltd	-	39.2	50.5	70.6	1,652	4,218
40	Andrew Irving Assocs. Ltd	-	37.8	34.9	25.8	43	114
41	C S W Research Ltd	-	37.4	43.7	113.6	402	1,075
42	Discovery Research Ltd	-	34.5	38.1	41.7	324	941
43	Roper Starch Worldwide Ltd	53.2	34.1	53.0	43.1	114	335
44	Context Research Intl. Ltd	-	34.0	18.6	-39.2	107	315
45	■ Parker Tanner Woodham Ltd	33.2	32.9	31.6	-	70	213
46	* Romtec PLC	-	32.8	29.7	35.6	331	1,012
47	Taylor Nelson Sofres Gp. Ltd	-	31.7	26.5	29.5	15,806	50,000
48	Research Intl. Ltd	-	31.0	46.5	59.1	5,199	16,786
49	■ S G A Research Intl. Ltd	15.8	30.2	36.9	-	758	2,516
50	The Research Department Ltd	-	29.0	46.9	44.4	624	2,158

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Return on Investment

League Table Position		Recently Filed Accounts	Return on Investment %			Pre-Interest Profit £'000	Investment £'000
		00/01	99/00	98/99	97/98	99/00	99/00
51	V.A.Research Ltd	-	28.4	3.4	6.4	17	60
52	■ Ipsos Insight Ltd	-	28.3	7.2	-	102	361
53	F D S Market Research Hldgs. Ltd	-	28.0	34.2	73.0	100	358
54	■ The Bus. Advantage Gp. PLC	-	27.6	31.2	-	11	40
55	Citigate D V L Smith Ltd	-	27.2	7.6	31.3	134	493
56	■ Mathematical Market Research Ltd	-	27.0	25.0	-	237	881
57	Flamingo Research Ltd	-	26.3	21.6	54.3	156	595
58	■ Bus. Development Research Consultants Ltd	-	25.1	35.5	-	259	1,034
59	Cram Intl. Ltd	-	24.7	37.6	2.9	82	332
60	* Taylor Nelson Sofres PLC	17.6	24.4	37.8	9.2	34,400	141,000
61	Managing The Service Bus. Ltd	-	24.0	16.0	29.4	77	321
62	Hallett Arendt Mktg. & Research Ltd	-	23.8	29.7	14.0	38	160
63	Intercam Ltd	-	23.8	6.3	64.5	14	59
64	Insight Medical Research Ltd	-	22.3	45.8	52.6	234	1,054
65	Produce Studies Ltd	-	21.8	34.8	8.1	301	1,382
66	Frost & Sullivan, Ltd	-	21.8	29.3	23.0	193	888
67	I.F.F Research Ltd	-	21.4	-53.0	28.0	36	169
68	N R G-Uk Ltd	-	19.9	19.2	22.6	240	1,209
69	Network Research & Mktg. Ltd	-	19.4	25.5	32.9	108	558
70	* N O P Research Gp. Ltd	14.9	18.8	20.7	20.7	6,045	32,157
71	* Market & Opinion Research Intl. Ltd	69.4	18.7	-4.2	25.5	925	4,954
72	Total Research Ltd	-	18.4	22.1	28.3	396	2,157
73	Springboard Mktg. Ltd	-	18.1	-12.7	40.8	17	94
74	Accent Mktg. & Research Ltd	33.5	17.9	20.0	17.0	39	219
75	M B L Gp. PLC (The)	-	15.9	24.5	36.5	1,901	11,994
76	Infocorp Ltd	-	15.1	54.6	24.0	44	292
77	Research & Mktg. Ltd	-	12.6	28.9	16.7	45	359
78	Bus. & Market Research Ltd	27.0	11.9	17.6	11.1	323	2,734
79	I R B Intl. Ltd	-	10.1	19.0	20.5	94	939
80	■ Goldfarb Consultants UK Ltd	-	9.5	26.6	-	263	2,793
81	* I D C UK Ltd	-	9.3	2.6	320.0	544	5,904
82	* P W Market Research Gp. Ltd	-	8.1	44.6	12.1	15	186
83	* O.R.C. Intl. Ltd.	-	5.9	7.8	7.9	296	5,031
84	* B M R B Intl. Ltd	3.8	5.5	13.0	5.5	4,679	86,049
85	Added Value Ltd	-	5.4	16.8	21.2	108	2,029
86	* Bostock Mktg. Gp. Ltd	37.5	2.8	-	-	19	698
87	* The Gallup Organization Ltd	-0.6	2.4	22.0	-5.1	30	1,299
88	* Infratest Burke Gp. Ltd	-	2.2	26.3	85.5	41	1,886
89	* Isis Research PLC	-	1.3	-13.6	24.3	57	4,552
90	* Sitel Europe Ltd	-	1.0	-2.6	17.5	526	58,374
91	* Maritz. Trbi Ltd	-	-1.2	42.8	52.1	-44	3,542
92	Market Research Solutions Ltd	-	-1.6	6.4	29.0	-25	1,548
93	Public Attitude Surveys Ltd	-	-2.2	11.0	58.1	-172	7,514
94	C I T Research Ltd	-	-10.2	-31.9	33.5	-25	245
95	* Opinion Research Ltd	-	-10.3	6.2	-16.9	-376	3,640
96	* Xtreme Information Ltd	-	-11.8	-334.8	-	-833	7,018
97	* Morpace Intl. Ltd.	-	-12.1	14.9	-38.2	-104	857
98	■ Strategic Mktg. & Research Consultants Ltd	-	-14.7	19.2	-	-18	122
99	* Market Tracking Intl. Ltd	98.7	-30.0	62.7	-69.9	-3	10
100	Consensus Research Intl. Ltd	17.0	-37.9	41.8	34.8	-52	137
101	* Euromonitor PLC	-	-38.6	2.0	11.9	-595	1,541
102	* G F K GB Ltd	-75.5	-40.8	-6.2	0.8	-429	1,049

See sections 6 & 7 for Analysis Notes and Definitions

Return on Investment

League Table Position		Recently Filed Accounts	Return on Investment %			Pre-Interest Profit £'000	Investment £'000
		00/01	99/00	98/99	97/98	99/00	99/00
103	I R I Infoscan Ltd	-	-41.0	-92.5	-94.7	-2,035	4,958
104	Customer Satisfaction Surveys Ltd	-	-43.6	6.4	39.4	-82	188
105	Intl. Research Assocs. (UK) Ltd	-	-46.5	-130.9	10.9	-141	303
106	* T V Strategy Ltd.	-	-54.0	-57.5	-	-409	757
107	Quadrangle Research Ltd	-	-72.4	-8.9	-6.9	-545	752
108	Benchmark Research Ltd	-	-96.7	-63.2	4.7	-179	185
109	City Research Gp. PLC	-	-173.4	-64.3	21.5	-300	173
-	■ Counterpoint (UK) Ltd	-	-	127.0	-	-	-
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	100.0	93.9	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	65.0	56.5	-	-
-	■ Intelliquest, Ltd.	-	-	38.9	56.3	-	-
-	* Halogen Enterprises Ltd	-	^	9.1	-	-966	-217
-	* Polk Europe Hldgs. Ltd	-	-	-4.2	-16.6	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	-28.3	2.5	-	-
-	■ Albemarle Mktg. Research Ltd	-	-	-	-3.5	-	343
-	* Eur. Digital Capital Ltd	-	-	-	-	-	912
-	■ M X Promotions Ltd	-	-	-	-	-	44
-	■ Millward Brown Precis Ltd	-	-	-	-	-	482
-	* Netpoll Ltd	-	^	^	-	-422	-253
-	■ Nion Ltd	-	-	-	-	-	366
-	■ Petchey (Mgmt. & Finance) Ltd	-	-	-	-	-	518
-	■ Quality Medical Field Ltd	-	-	-	-	-	-
-	■ Reflexions Market Research Ltd	-	-	-	-	-	-
-	■ W.H.F. (Southern) Ltd	-	-	-	-	-	-
Average of companies with 3 years data			31.5	32.4	34.5	50,729	161,172
Total of companies selected							
Average of companies with 3 years data			31.5	32.4	34.5	50,729	161,172
Total of companies selected							

Profit per £ of Pay

League Table Position		Recently Filed Accounts 00/01	Profit per £ of Pay £			Pre-tax Profit £'000 99/00	Employee Pay £'000 99/00
MARKET RESEARCH AGENCIES							
1	■ Pinder Fry & Benjamin Ltd	-	10.31	14.68	-	2,421	235
2	* Eur. Digital Capital Ltd	-	8.89	7.39	-0.77	160	18
3	Putnam Investments Ltd	5.16	6.65	3.95	3.26	6,876	1,034
4	Flackett, Stevens & Assocts. Ltd	-	1.95	1.93	1.45	491	252
5	■ Corporate Information Ltd	-	1.79	-	-	792	444
6	I C M Research Ltd	-	1.23	0.83	0.69	551	451
7	Numbers Market Research Ltd	-	1.09	0.69	0.27	309	284
8	Opinion Leader Research Ltd.	-	0.91	1.57	1.80	701	774
9	Adelphi Intl. Research Ltd	-	0.91	0.28	0.52	1,005	1,108
10	■ S G A Research Intl. Ltd	0.53	0.77	0.85	-	758	994
11	Quality Medical Field Ltd	-	0.73	0.82	0.95	80	110
12	■ The Brattle Gp. Ltd	-	0.71	0.00	-	117	165
13	■ Nion Ltd	-	0.68	0.84	-	316	469
14	The Leadership Factor Ltd	-	0.66	0.39	0.96	307	466
15	Directions (Research & Mktg.) Ltd	0.83	0.62	1.51	0.74	140	229
16	Mintel Intl. Gp. Ltd	-	0.54	0.35	0.21	1,243	2,307
17	Medicare Audits Ltd	-	0.53	0.61	0.94	1,616	3,066
18	Maxis Research Ltd	-	0.53	-0.02	0.09	84	159
19	Wardle McLean Strategic Research Consultancy Ltd	0.27	0.52	0.47	0.48	162	316
20	Outlook Research Ltd	-	0.49	0.81	0.95	117	240
21	* B M R B Intl. Ltd	0.29	0.48	1.31	0.58	4,617	9,740
22	N R G-Uk Ltd	-	0.48	0.54	0.59	240	506
23	Taylor Nelson Sofres Gp. Ltd	-	0.47	0.39	0.34	15,797	34,168
24	The Research Department Ltd	-	0.45	0.68	0.50	606	1,364
25	Novaction (U.K.) Ltd	-	0.43	0.29	0.10	145	340
26	Diagnostics Social & Market Research Ltd	-	0.42	0.36	0.45	225	539
27	Sample Surveys Ltd	-	0.42	0.18	0.06	706	1,721
28	Research Intl. Ltd	-	0.41	0.47	0.45	5,159	12,760
29	Goldfarb Consultants UK Ltd	-	0.40	0.85	1.04	263	668
30	G F K Mktg. Srvc. Ltd	0.32	0.38	0.39	0.42	1,703	4,540
31	Millward Brown Intl. Ltd	0.46	0.38	0.32	0.32	8,563	22,952
32	Facts Intl. Ltd	0.13	0.36	0.30	0.15	198	554
33	* N O P Research Gp. Ltd	0.30	0.34	0.29	0.21	6,001	17,742
34	Bus. Development Research Consultants Ltd	-	0.30	0.31	0.28	258	889
35	■ Millward Brown Precis Ltd	-	0.28	0.33	-	174	630
36	Carat Insight Ltd	-	0.28	0.31	0.01	197	725
37	* Taylor Nelson Sofres PLC	0.23	0.26	0.26	0.35	31,100	122,900
38	Petchey (Mgmt. & Finance) Ltd	-	0.25	0.17	0.30	155	623
39	■ Mathematical Market Research Ltd	-	0.24	0.23	-	220	947
40	■ W.H.F. (Southern) Ltd	-	0.23	0.50	-	98	432
41	Hauck Research Srvc. Ltd	-	0.21	0.18	0.25	647	3,222
42	* Ipsos UK Ltd	-	0.21	0.16	0.04	1,585	7,875
43	Context Research Intl. Ltd	-	0.20	0.07	-0.20	97	499
44	Flamingo Research Ltd	-	0.19	0.17	0.59	150	814
45	Albemarle Mktg. Research Ltd	-	0.19	0.06	0.00	57	304
46	■ Market Probe Europe Ltd	-	0.19	-0.18	-	103	568
47	M B L Gp. PLC (The)	-	0.18	0.24	0.32	1,830	10,666
48	Total Research Ltd	-	0.18	0.24	0.26	333	1,952
49	Link Strategic Research UK Ltd	-	0.17	0.22	0.02	83	506
50	* Romtec PLC	-	0.17	0.14	0.15	331	2,019

Profit per £ of Pay

League Table Position		Recently Filed Accounts 00/01	Profit per £ of Pay £			Pre-tax Profit £'000 99/00	Employee Pay £'000 99/00
			99/00	98/99	97/98		
51	I R B Intl. Ltd	-	0.16	0.13	0.09	89	560
52	Produce Studies Ltd	-	0.15	0.19	0.03	289	1,947
53	C S W Research Ltd	-	0.15	0.15	0.78	402	2,686
54	■ Citigate D V L Smith Ltd	-	0.15	0.07	-	129	886
55	* I D C UK Ltd	-	0.13	0.03	1.72	543	4,471
56	Bus. & Market Research Ltd	0.32	0.11	0.25	0.15	226	2,079
57	Insight Medical Research Ltd	-	0.11	0.22	0.14	232	2,175
58	Network Research & Mktg. Ltd	-	0.11	0.12	0.10	108	1,057
59	* Market & Opinion Research Intl. Ltd	0.47	0.11	-0.07	0.29	744	7,362
60	Managing The Service Bus. Ltd	-	0.09	0.07	0.12	70	870
61	■ The Bus. Advantage Gp. PLC	-	0.05	0.06	-	11	249
62	Frost & Sullivan, Ltd	-	0.05	0.02	0.06	193	4,692
63	■ S M C Field Mktg. Ltd	-	0.05	-	-	13	279
64	F D S Market Research Hldgs. Ltd	-	0.04	0.05	0.10	82	2,353
65	■ The Research Bus. Intl. Ltd	-	0.03	-	-	92	3,846
66	Added Value Ltd	-	0.02	0.10	0.11	42	3,161
67	* O.R.C. Intl. Ltd.	-	0.02	0.04	0.04	68	4,938
68	I.F.F Research Ltd	-	0.02	-0.12	0.07	25	1,299
69	* Bostock Mktg. Gp. Ltd	0.14	0.01	0.09	0.20	2	1,963
70	* Isis Research PLC	-	0.01	-0.11	0.22	24	4,714
71	* The Gallup Organization Ltd	0.00	0.00	0.07	-0.05	-10	3,774
72	* P W Market Research Gp. Ltd	-	0.00	0.05	0.04	-10	1,055
73	* Maritz. Trbi Ltd	-	-0.01	0.24	0.19	-81	6,134
74	* Infratest Burke Gp. Ltd	-	-0.02	0.07	0.25	-171	6,079
75	* Sitel Europe Ltd	-	-0.02	-0.06	0.21	-1,294	60,934
76	Market Research Solutions Ltd	-	-0.07	0.08	0.13	-84	1,146
77	Public Attitude Surveys Ltd	-	-0.07	0.07	0.06	-172	2,307
78	Consensus Research Intl. Ltd	0.04	-0.08	0.12	0.08	-53	658
79	C I T Research Ltd	-	-0.10	-0.22	0.22	-26	242
80	* Opinion Research Ltd	-	-0.14	0.10	-0.10	-423	3,002
81	* Morpace Intl. Ltd.	-	-0.14	0.02	-0.49	-194	1,330
82	Intl. Research Assocs. (UK) Ltd	-	-0.20	-0.36	0.04	-158	776
83	* Euromonitor PLC	-	-0.21	-0.01	0.09	-716	3,342
84	* Xtreme Information Ltd	-	-0.23	-1.82	-3.77	-955	4,060
85	■ Customer Satisfaction Surveys Ltd	-	-0.32	0.00	-	-82	254
86	I R I Infoscan Ltd	-	-0.32	-0.56	-0.87	-2,317	7,206
87	City Research Gp. PLC	-	-0.33	-0.16	0.09	-315	950
88	* G F K GB Ltd	-0.57	-0.45	-0.06	0.01	-429	933
89	* Halogen Enterprises Ltd	-	-0.65	0.03	-	-1,054	1,618
90	* Netpoll Ltd	-	-1.73	-0.88	3.50	-428	247
-	■ Interactive Market Systems (UK) Ltd	-	-	0.48	0.49	-	-
-	■ Counterpoint (UK) Ltd	-	-	0.45	-	-	-
-	■ Intelliquest, Ltd.	-	-	0.33	0.32	-	-
-	* Market Tracking Intl. Ltd	-	-	0.33	-0.16	-3	-
-	■ Hallett Arendt Mktg. & Research Ltd	-	-	0.24	0.09	38	-
-	■ V.A.Research Ltd	-	-	0.01	0.05	15	-
-	* Polk Europe Hldgs. Ltd	-	-	-0.30	-0.56	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	-0.61	-0.03	-	-
-	■ Parker Tanner Woodham Ltd	-	-	-	0.64	67	-
-	■ Roper Starch Worldwide Ltd	-	-	-	0.28	112	-
-	■ George Street Research Ltd	-	-	-	0.01	29	-
-	■ Accent Mktg. & Research Ltd	-	-	-	-	35	-

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Profit per £ of Pay

League Table Position	Recently Filed Accounts	Profit per £ of Pay			Pre-tax	Employee
		£			Profit	Pay
		00/01	99/00	98/99	97/98	£'000 99/00
- ■ Andrew Irving Assocts. Ltd	-	-	-	-	41	-
- ■ Benchmark Research Ltd	-	-	-	-	-179	-
- ■ Conquest Research & Consultancy Ltd	-	-	-	-	127	-
- ■ Cragg Ross Dawson Ltd	-	-	-	-	203	-
- ■ Cram Intl. Ltd	-	-	-	-	74	-
- ■ Define Research & Mktg. Intl. PLC	-	-	-	-	69	-
- ■ Discovery Research Ltd	-	-	-	-	321	-
- ■ Infocorp Ltd	-	-	-	-	35	-
- ■ Intercam Ltd	-	-	-	-	14	-
- ■ Ipsos Cati Centre Ltd	-	-	-	-	282	-
- ■ Ipsos Insight Ltd	-	-	-	-	102	-
- ■ M X Promotions Ltd	-	-	-	-	67	-
- * Mobile Sensory Testing Srvcs. Ltd	-	-	-	-	-	-
- ■ Praxis Research & Consulting Ltd	-	-	-	-	269	-
- ■ Prescient Ltd	-	-	-	-	343	-
- ■ Prognosis Ltd	-	-	-	-	282	-
- ■ Quadrangle Research Ltd	-	-	-	-	-545	-
- ■ Reflexions Market Research Ltd	-	-	-	-	139	-
- ■ Research & Mktg. Ltd	-	-	-	-	41	-
- ■ Specialist Field Resources Ltd	-	-	-	-	809	-
- ■ Springboard Mktg. Ltd	-	-	-	-	16	-
- ■ Strategic Mktg. & Research Consultants Ltd	-	-	-	-	-23	-
- * T V Strategy Ltd.	-	-	-	-	-410	-
- * The Research Partnership Ltd.	-	-	-	-	250	-
Average of companies with 3 years data		0.34	0.30	0.27		
Total of companies selected					49,728	147,272
Average of companies with 3 years data		0.34	0.30	0.27		
Total of companies selected					49,728	147,272

Asset Utilisation

League Table Position		Recently	Asset Utilisation			Sales	Total
		Filed				£'000	Assets
		Accounts 00/01	99/00	98/99	97/98	99/00	99/00
MARKET RESEARCH AGENCIES							
1	■ The Research Bus. Intl. Ltd	-	234.40	-	-	15,001	64
2	Specialist Field Resources Ltd	-	14.33	2.76	4.29	7,518	525
3	Benchmark Research Ltd	-	5.45	3.26	2.24	1,008	185
4	Customer Satisfaction Surveys Ltd	-	4.56	1.85	1.64	1,071	235
5	■ The Bus. Advantage Gp. PLC	-	4.38	3.37	-	542	124
6	F D S Market Research Hldgs. Ltd	-	4.20	3.37	3.42	4,779	1,139
7	Reflexions Market Research Ltd	-	4.01	3.60	3.12	933	233
8	Prognosis Ltd	-	3.99	3.38	1.49	1,015	255
9	* Ipsos UK Ltd	-	3.93	3.51	3.48	32,476	8,270
10	V.A.Research Ltd	-	3.91	3.77	2.11	1,198	307
11	■ S M C Field Mktg. Ltd	-	3.90	-	-	990	254
12	Link Strategic Research UK Ltd	-	3.88	2.88	3.13	2,142	553
13	Conquest Research & Consultancy Ltd	-	3.77	3.34	2.99	3,146	836
14	Managing The Service Bus. Ltd	-	3.71	2.89	2.56	3,273	883
15	■ W.H.F. (Southern) Ltd	-	3.55	2.65	-	1,622	458
16	Define Research & Mktg. Intl. PLC	4.05	3.53	2.57	2.64	1,173	333
17	Frost & Sullivan, Ltd	-	3.51	3.74	3.44	12,910	3,681
18	* Maritz. Trbi Ltd	-	3.51	2.44	3.75	23,879	6,807
19	Maxis Research Ltd	-	3.46	4.56	2.86	647	187
20	Citigate D V L Smith Ltd	-	3.34	2.53	2.57	2,965	890
21	Research & Mktg. Ltd	-	3.33	3.31	2.54	1,843	554
22	* I D C UK Ltd	-	3.31	3.64	5.31	32,012	9,689
23	Novaction (U.K.) Ltd	-	3.31	3.09	3.72	1,170	354
24	Consensus Research Intl. Ltd	3.56	3.30	3.19	2.81	1,978	601
25	Quality Medical Field Ltd	-	3.25	7.03	7.88	627	193
26	City Research Gp. PLC	-	3.19	2.76	3.32	2,564	806
27	* Halogen Enterprises Ltd	-	3.06	1.55	-	3,142	1,029
28	Springboard Mktg. Ltd	-	3.00	3.05	2.49	746	249
29	* P W Market Research Gp. Ltd	-	2.95	2.91	2.44	4,042	1,373
30	Cram Intl. Ltd	-	2.95	2.72	3.04	2,424	824
31	Petchey (Mgmt. & Finance) Ltd	-	2.95	2.31	1.57	2,147	729
32	Intl. Research Assocs. (UK) Ltd	-	2.91	2.58	2.77	2,567	885
33	Accent Mktg. & Research Ltd	2.62	2.91	2.32	2.70	1,645	566
34	Sample Surveys Ltd	-	2.89	3.45	3.43	5,452	1,889
35	■ Ipsos Insight Ltd	-	2.89	2.59	-	1,274	441
36	Infocorp Ltd	-	2.85	2.78	3.16	2,107	741
37	Added Value Ltd	-	2.85	2.62	2.56	11,276	3,964
38	Produce Studies Ltd	-	2.84	3.03	2.63	6,156	2,171
39	■ Market Probe Europe Ltd	-	2.82	2.25	-	1,116	397
40	The Brattle Gp. Ltd	-	2.77	2.59	3.70	1,059	383
41	Roper Starch Worldwide Ltd	2.16	2.73	2.73	2.67	1,697	622
42	Andrew Irving Assocs. Ltd	-	2.69	2.79	3.22	591	220
43	Strategic Mktg. & Research Consultants Ltd	-	2.69	2.47	1.81	546	203
44	■ Millward Brown Precis Ltd	-	2.63	2.70	-	1,861	710
45	* Netpoll Ltd	-	2.63	1.65	1.54	806	307
46	Facts Intl. Ltd	2.81	2.61	2.58	3.20	2,511	964
47	* The Gallup Organization Ltd	3.20	2.61	2.47	1.60	7,436	2,851
48	* Euromonitor PLC	-	2.61	2.13	2.16	8,268	3,179
49	I R B Intl. Ltd	-	2.54	2.20	2.34	3,151	1,241
50	* Morpace Intl. Ltd.	-	2.51	2.33	1.17	3,646	1,453

See sections 6 & 7 for Analysis Notes and Definitions

Asset Utilisation

League Table Position		Recently Filed Accounts	Asset Utilisation			Sales	Total Assets
						£'000	£'000
			00/01	99/00	98/99	97/98	99/00
51	■ M X Promotions Ltd	-	2.49	2.25	-	903	363
52	* Isis Research PLC	-	2.44	3.08	2.95	12,683	5,213
53	* G F K GB Ltd	2.85	2.43	2.96	2.55	4,707	1,943
54	Carat Insight Ltd	-	2.39	3.16	1.71	2,001	838
55	* Market Tracking Intl. Ltd	4.20	2.36	0.91	0.98	1,102	467
56	Context Research Intl. Ltd	-	2.35	2.99	3.18	1,615	688
57	* Opinion Research Ltd	-	2.35	1.56	2.07	13,909	5,924
58	* Bostock Mktg. Gp. Ltd	2.64	2.35	1.03	3.00	3,597	1,535
59	Outlook Research Ltd	2.26	2.32	2.73	3.62	890	385
60	Directions (Research & Mktg.) Ltd	1.96	2.32	1.91	1.67	626	270
61	C S W Research Ltd	-	2.31	2.55	2.71	5,143	2,228
62	Opinion Leader Research Ltd.	-	2.23	1.69	2.67	2,570	1,157
63	Adelphi Intl. Research Ltd	-	2.20	1.54	2.63	6,703	3,057
64	I C M Research Ltd	-	2.19	2.57	2.71	4,116	1,881
65	Flamingo Research Ltd	-	2.17	2.55	2.35	2,903	1,339
66	Cragg Ross Dawson Ltd	-	2.15	2.22	1.96	1,258	587
67	Hallett Arendt Mktg. & Research Ltd	-	2.14	2.54	3.80	710	333
68	Diagnostics Social & Market Research Ltd	-	2.13	2.36	1.67	2,201	1,038
69	M B L Gp. PLC (The)	-	2.13	1.94	2.40	37,238	17,496
70	Prescient Ltd	-	2.10	2.33	2.07	1,792	856
71	Ipsos Cati Centre Ltd	-	2.09	1.74	0.29	2,047	982
72	Network Research & Mktg. Ltd	-	2.07	2.68	2.35	2,026	979
73	Putnam Investments Ltd	1.59	2.07	2.27	2.07	36,680	17,781
74	G F K Mktg. Srvc. Ltd	2.49	2.02	2.07	2.05	12,886	6,402
75	Total Research Ltd	-	2.00	1.76	1.89	9,238	4,634
76	■ Nion Ltd	-	1.98	1.98	-	1,064	539
77	C I T Research Ltd	-	1.97	2.65	3.35	551	280
78	Research Intl. Ltd	-	1.89	1.89	1.80	60,558	32,045
79	Parker Tanner Woodham Ltd	1.77	1.87	1.61	1.87	544	292
80	■ Mathematical Market Research Ltd	-	1.86	1.79	-	2,962	1,599
81	* Infratest Burke Gp. Ltd	-	1.85	2.23	1.42	14,750	7,990
82	Hauck Research Srvc. Ltd	-	1.85	2.19	2.48	7,760	4,200
83	* Market & Opinion Research Intl. Ltd	1.82	1.84	1.75	1.55	21,230	11,572
84	Insight Medical Research Ltd	-	1.82	1.71	1.39	5,771	3,177
85	Millward Brown Intl. Ltd	1.32	1.79	2.07	1.99	58,397	32,698
86	I R I Infoscan Ltd	-	1.75	2.05	1.40	22,080	12,626
87	Numbers Market Research Ltd	-	1.74	2.80	2.86	1,453	837
88	* T V Strategy Ltd.	-	1.74	1.13	-	1,992	1,150
89	Albemarle Mktg. Research Ltd	-	1.73	1.68	2.78	1,104	641
90	Discovery Research Ltd	-	1.67	1.54	1.38	2,359	1,419
91	Bus. Development Research Consultants Ltd	-	1.63	1.51	1.82	3,976	2,449
92	Wardle McLean Strategic Research Consultancy Ltd	2.08	1.62	2.31	2.44	1,008	624
93	* Romtec PLC	-	1.61	2.03	2.14	4,101	2,563
94	Flackett, Stevens & ASSOCTS. Ltd	-	1.58	1.55	1.75	1,314	833
95	■ Pinder Fry & Benjamin Ltd	-	1.57	1.07	-	3,803	2,432
96	N R G-Uk Ltd	-	1.55	1.71	1.87	2,348	1,519
97	* Sitel Europe Ltd	-	1.51	1.24	1.25	123,448	81,818
98	* N O P Research Gp. Ltd	1.21	1.50	1.49	1.48	71,933	48,053
99	Intercam Ltd	-	1.50	1.35	0.92	1,070	715
100	* The Research Partnership Ltd.	-	1.45	1.58	-	1,580	1,095
101	Goldfarb Consultants UK Ltd	-	1.43	1.56	1.50	4,656	3,275
102	* O.R.C. Intl. Ltd.	-	1.36	1.52	1.91	9,537	7,027

Asset Utilisation

League Table Position		Recently Filed Accounts	Asset Utilisation			Sales	Total Assets
			99/00	98/99	97/98	£'000	£'000
						99/00	99/00
103	■ S G A Research Intl. Ltd	0.97	1.35	1.38	-	7,691	5,701
104	* Eur. Digital Capital Ltd	-	1.34	0.93	0.50	1,815	1,359
105	* Taylor Nelson Sofres PLC	1.19	1.32	1.62	0.43	380,900	290,000
106	Bus. & Market Research Ltd	1.38	1.31	1.33	1.19	5,515	4,227
107	The Leadership Factor Ltd	-	1.30	1.44	1.75	1,201	929
108	George Street Research Ltd	-	1.26	2.87	2.64	579	460
109	Mintel Intl. Gp. Ltd	-	1.25	1.55	1.74	9,078	7,287
110	Market Research Solutions Ltd	-	1.23	1.95	3.27	3,020	2,468
111	Medicare Audits Ltd	-	1.21	1.11	1.21	8,129	6,749
112	Quadrangle Research Ltd	-	1.18	1.50	5.36	1,131	966
113	Taylor Nelson Sofres Gp. Ltd	-	1.11	1.26	1.39	96,554	87,560
114	* Xtreme Information Ltd	-	1.11	0.74	0.07	9,737	8,837
115	I.F.F Research Ltd	-	1.10	3.39	2.88	1,656	1,515
116	Praxis Research & Consulting Ltd	-	1.05	3.30	3.12	1,489	1,423
117	The Research Department Ltd	-	0.95	1.09	1.02	3,667	3,882
118	■ Corporate Information Ltd	-	0.93	-	-	1,760	1,912
119	Public Attitude Surveys Ltd	-	0.63	1.93	2.33	6,264	9,959
120	* B M R B Intl. Ltd	0.41	0.40	0.34	0.34	36,684	92,455
-	* Mobile Sensory Testing Srvc. Ltd	-	-	4.54	3.37	-	-
-	■ Counterpoint (UK) Ltd	-	-	4.39	-	-	-
-	■ Intelliquest, Ltd.	-	-	1.87	3.03	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	1.29	1.13	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	1.24	1.33	-	-
-	* Polk Europe Hldgs. Ltd	-	-	0.60	0.56	-	-
Average of companies with 3 years data			1.72	1.85	1.90		
Total of companies selected						541,909	316,387
Average of companies with 3 years data			1.72	1.85	1.90		
Total of companies selected						541,909	316,387

Sales / Fixed Assets

League Table Position		Recently	Sales / Fixed Assets			Sales	Fixed
		Filed					Assets
		Accounts				£'000	£'000
		00/01	99/00	98/99	97/98	99/00	99/00
MARKET RESEARCH AGENCIES							
1	Intercam Ltd	-	356.7	174.0	77.7	1,070	3
2	* The Research Partnership Ltd.	-	316.0	890.0	-	1,580	5
3	■ Pinder Fry & Benjamin Ltd	-	271.7	56.4	-	3,803	14
4	Numbers Market Research Ltd	-	181.7	81.7	36.2	1,453	8
5	■ Quality Medical Field Ltd	-	104.6	131.8	224.6	627	-
6	Maxis Research Ltd	-	80.9	31.0	19.2	647	8
7	Petchey (Mgmt. & Finance) Ltd	-	79.6	97.4	85.7	2,147	27
8	Opinion Leader Research Ltd.	-	77.9	40.8	48.8	2,570	33
9	■ S G A Research Intl. Ltd	61.4	76.2	56.2	-	7,691	101
10	* Eur. Digital Capital Ltd	-	72.6	27.2	5.7	1,815	25
11	Hallett Arendt Mktg. & Research Ltd	-	71.0	52.0	45.6	710	10
12	■ M X Promotions Ltd	-	64.6	39.6	-	903	14
13	N R G-Uk Ltd	-	61.8	77.5	162.6	2,348	38
14	Citigate D V L Smith Ltd	-	60.6	41.4	43.4	2,965	49
15	Praxis Research & Consulting Ltd	-	57.3	36.3	58.4	1,489	26
16	Albemarle Mktg. Research Ltd	-	55.3	42.2	35.2	1,104	20
17	* G F K GB Ltd	37.0	50.1	57.9	55.0	4,707	94
18	■ S M C Field Mktg. Ltd	-	49.5	-	-	990	20
19	Prognosis Ltd	-	48.4	47.4	19.1	1,015	21
20	C S W Research Ltd	-	44.8	32.9	62.6	5,143	112
21	Outlook Research Ltd	53.4	44.6	52.0	29.5	890	20
22	Ipsos Cati Centre Ltd	-	42.7	15.3	0.9	2,047	48
23	Produce Studies Ltd	-	41.6	65.4	43.0	6,156	148
24	Define Research & Mktg. Intl. PLC	37.9	40.5	18.9	9.8	1,173	29
25	Putnam Investments Ltd	17.4	39.4	157.4	94.9	36,680	932
26	Accent Mktg. & Research Ltd	27.8	39.2	37.1	48.6	1,645	42
27	Parker Tanner Woodham Ltd	17.2	38.9	14.7	36.9	544	14
28	* Maritz. Trbi Ltd	-	38.4	28.7	30.1	23,879	622
29	Infocorp Ltd	-	37.7	22.5	31.3	2,107	56
30	■ The Bus. Advantage Gp. PLC	-	36.2	26.8	-	542	15
31	Goldfarb Consultants UK Ltd	-	36.1	34.9	38.2	4,656	129
32	Diagnostics Social & Market Research Ltd	-	35.6	35.7	21.8	2,201	62
33	* Halogen Enterprises Ltd	-	35.0	15.8	-	3,142	90
34	* Opinion Research Ltd	-	34.9	26.3	16.2	13,909	329
35	I R B Intl. Ltd	-	34.7	15.9	13.1	3,151	71
36	* Market Tracking Intl. Ltd	322.7	34.5	26.0	21.8	1,102	32
37	Frost & Sullivan, Ltd	-	34.1	48.1	48.5	12,910	379
38	Novaction (U.K.) Ltd	-	33.5	36.7	45.9	1,170	23
39	* I D C UK Ltd	-	33.2	34.9	48.4	32,012	875
40	Mintel Intl. Gp. Ltd	-	30.3	12.0	10.6	9,078	238
41	■ Millward Brown Precis Ltd	-	29.6	55.4	-	1,861	63
42	Insight Medical Research Ltd	-	27.7	38.9	33.7	5,771	209
43	* Isis Research PLC	-	27.4	19.9	16.1	12,683	464
44	Consensus Research Intl. Ltd	44.3	26.1	31.0	23.3	1,978	62
45	Roper Starch Worldwide Ltd	32.0	25.4	28.8	44.0	1,697	67
46	I C M Research Ltd	-	24.6	58.9	35.9	4,116	68
47	■ Quadrangle Research Ltd	-	24.1	19.0	^	1,131	47
48	The Brattle Gp. Ltd	-	24.1	10.8	12.1	1,059	44
49	Bus. Development Research Consultants Ltd	-	23.0	44.0	23.5	3,976	172
50	Customer Satisfaction Surveys Ltd	-	21.5	11.7	13.7	1,071	50

Sales / Fixed Assets

League Table Position		Recently Filed Accounts 00/01	Sales / Fixed Assets			Sales	Fixed Assets
			99/00	98/99	97/98	£'000 99/00	£'000 99/00
51	Conquest Research & Consultancy Ltd	-	21.3	20.9	19.7	3,146	148
52	Cragg Ross Dawson Ltd	-	21.0	15.5	18.5	1,258	60
53	■ Corporate Information Ltd	-	20.8	-	-	1,760	29
54	* Euromonitor PLC	-	20.2	13.9	11.8	8,268	411
55	■ Market Probe Europe Ltd	-	20.0	5.9	-	1,116	56
56	■ Reflexions Market Research Ltd	-	19.9	9.7	8.8	933	-
57	Link Strategic Research UK Ltd	-	19.2	12.3	10.2	2,142	112
58	Public Attitude Surveys Ltd	-	19.0	23.3	39.4	6,264	330
59	Flamingo Research Ltd	-	19.0	16.9	33.3	2,903	153
60	Millward Brown Intl. Ltd	19.5	18.7	17.1	14.9	58,397	2,309
61	Carat Insight Ltd	-	18.4	11.5	15.1	2,001	109
62	G F K Mktg. Svcs. Ltd	22.5	18.3	15.3	30.7	12,886	526
63	M B L Gp. PLC (The)	-	18.1	18.6	25.5	37,238	1,953
64	* P W Market Research Gp. Ltd	-	17.6	17.2	17.3	4,042	230
65	Hauck Research Svcs. Ltd	-	17.5	13.8	11.9	7,760	444
66	Intl. Research Assocs. (UK) Ltd	-	17.4	16.0	16.3	2,567	114
67	F D S Market Research Hldgs. Ltd	-	17.3	11.5	11.2	4,779	277
68	City Research Gp. PLC	-	17.0	19.4	26.0	2,564	150
69	* Ipsos UK Ltd	-	17.0	14.5	11.6	32,476	1,609
70	Prescient Ltd	-	17.0	13.7	9.7	1,792	106
71	Cram Intl. Ltd	-	16.9	17.4	20.8	2,424	143
72	Facts Intl. Ltd	20.3	15.6	20.1	16.0	2,511	162
73	Context Research Intl. Ltd	-	15.0	12.3	10.4	1,615	107
74	* Bostock Mktg. Gp. Ltd	23.9	14.9	7.1	43.6	3,597	242
75	* Romtec PLC	-	14.4	13.3	13.4	4,101	285
76	Directions (Research & Mktg.) Ltd	20.9	14.3	20.3	32.6	626	44
77	* N O P Research Gp. Ltd	15.8	14.3	12.0	11.6	71,933	3,075
78	Managing The Service Bus. Ltd	-	14.2	17.6	15.2	3,273	232
79	Flackett, Stevens & Assocs. Ltd	-	14.0	17.9	16.0	1,314	94
80	■ Nion Ltd	-	13.9	13.2	-	1,064	77
81	* B M R B Intl. Ltd	14.1	13.8	12.8	27.9	36,684	1,360
82	Springboard Mktg. Ltd	-	13.6	14.7	13.6	746	55
83	I.F.F Research Ltd	-	13.6	11.1	15.6	1,656	122
84	I R I Infoscan Ltd	-	12.5	9.2	8.9	22,080	1,451
85	■ W.H.F. (Southern) Ltd	-	12.0	15.6	-	1,622	-
86	Research Intl. Ltd	-	11.1	11.7	11.9	60,558	3,343
87	Network Research & Mktg. Ltd	-	10.8	18.0	13.1	2,026	169
88	* T V Strategy Ltd.	-	10.8	6.0	-	1,992	186
89	Research & Mktg. Ltd	-	10.6	11.6	10.5	1,843	171
90	* Netpoll Ltd	-	10.4	42.9	4.0	806	78
91	Andrew Irving Assocs. Ltd	-	10.4	8.1	12.5	591	57
92	Total Research Ltd	-	10.3	11.0	20.9	9,238	900
93	* Morpace Intl. Ltd.	-	9.9	8.1	4.5	3,646	372
94	The Leadership Factor Ltd	-	9.7	14.4	26.2	1,201	124
95	Strategic Mktg. & Research Consultants Ltd	-	9.5	8.8	6.2	546	58
96	Wardle McLean Strategic Research Consultancy Ltd	5.1	9.4	16.6	19.4	1,008	108
97	* Infratest Burke Gp. Ltd	-	9.0	16.1	11.1	14,750	1,652
98	* O.R.C. Intl. Ltd.	-	8.7	15.0	13.0	9,537	1,097
99	Added Value Ltd	-	8.1	9.6	8.5	11,276	1,261
100	Bus. & Market Research Ltd	8.9	7.7	6.0	5.4	5,515	724
101	Medicare Audits Ltd	-	7.4	5.8	5.1	8,129	1,104
102	The Research Department Ltd	-	7.0	13.1	5.2	3,667	528

See sections 6 & 7 for Analysis Notes and Definitions

Sales / Fixed Assets

League Table Position		Recently Filed Accounts 00/01	Sales / Fixed Assets			Sales	Fixed Assets
			99/00	98/99	97/98	£'000	£'000
						99/00	99/00
103	Sample Surveys Ltd	-	6.9	7.9	7.8	5,452	723
104	* The Gallup Organization Ltd	8.8	6.9	6.2	11.8	7,436	974
105	George Street Research Ltd	-	6.8	5.7	6.6	579	86
106	■ Mathematical Market Research Ltd	-	6.7	6.1	-	2,962	443
107	* Market & Opinion Research Intl. Ltd	5.2	6.7	5.5	3.2	21,230	3,038
108	* Taylor Nelson Sofres PLC	7.0	6.6	6.5	2.4	380,900	44,300
109	Discovery Research Ltd	-	5.7	4.3	3.0	2,359	419
110	C I T Research Ltd	-	5.6	6.6	8.9	551	100
111	* Sitel Europe Ltd	-	5.6	3.7	3.8	123,448	21,989
112	* Xtreme Information Ltd	-	4.2	2.5	0.1	9,737	2,333
113	Taylor Nelson Sofres Gp. Ltd	-	3.6	6.4	5.9	96,554	12,124
114	Market Research Solutions Ltd	-	3.3	3.9	23.6	3,020	45
-	■ V.A.Research Ltd	-	^	123.8	85.0	1,198	9
-	■ Benchmark Research Ltd	-	^	96.6	103.9	1,008	0
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	25.3	20.5	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	22.9	16.5	-	-
-	■ Counterpoint (UK) Ltd	-	-	20.1	-	-	-
-	■ Intelliquest, Ltd.	-	-	16.3	10.4	-	-
-	* Polk Europe Hldgs. Ltd	-	-	7.3	12.2	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	5.5	5.0	-	-
-	■ Adelphi Intl. Research Ltd	-	^	^	^	6,703	0
-	■ Ipsos Insight Ltd	-	^	^	-	1,274	0
-	■ Specialist Field Resources Ltd	-	^	^	^	7,518	0
-	■ The Research Bus. Intl. Ltd	-	^	-	-	15,001	0
Average of companies with 3 years data			10.0	12.3	12.1		
Total of companies selected						540,349	34,519
Average of companies with 3 years data			10.0	12.3	12.1		
Total of companies selected						540,349	34,519

Stocks / Sales

League Table Position		Recently	Stocks / Sales			Stocks	Sales
		Filed	%				
		Accounts				£'000	£'000
		00/01	99/00	98/99	97/98	99/00	99/00
MARKET RESEARCH AGENCIES							
1	Accent Mktg. & Research Ltd	0.0	0.0	0.0	0.0	0	1,645
2	Adelphi Intl. Research Ltd	-	0.0	0.0	0.0	0	6,703
3	Andrew Irving Assocts. Ltd	-	0.0	0.0	0.0	0	591
4	Benchmark Research Ltd	-	0.0	0.0	0.0	0	1,008
5	C I T Research Ltd	-	0.0	0.0	0.0	0	551
6	C S W Research Ltd	-	0.0	0.0	0.0	0	5,143
7	Carat Insight Ltd	-	0.0	0.0	0.0	0	2,001
8	Cram Intl. Ltd	-	0.0	0.0	0.0	0	2,424
9	Directions (Research & Mktg.) Ltd	0.0	0.0	0.0	0.0	0	626
10	Flackett, Stevens & Assocts. Ltd	-	0.0	0.0	0.0	0	1,314
11	Frost & Sullivan, Ltd	-	0.0	0.0	0.0	0	12,910
12	Hallett Arendt Mktg. & Research Ltd	-	0.0	0.0	0.0	0	710
13	Hauck Research Svcs. Ltd	-	0.0	0.0	0.0	0	7,760
14	* I D C UK Ltd	-	0.0	0.0	0.0	0	32,012
15	I R I Infoscan Ltd	-	0.0	0.0	0.0	0	22,080
16	Intercam Ltd	-	0.0	0.0	0.0	0	1,070
17	M B L Gp. PLC (The)	-	0.0	0.0	0.0	0	37,238
18	Managing The Service Bus. Ltd	-	0.0	0.0	0.0	0	3,273
19	Maxis Research Ltd	-	0.0	0.0	0.0	0	647
20	* Netpoll Ltd	-	0.0	0.0	0.0	0	806
21	Novaction (U.K.) Ltd	-	0.0	0.0	0.0	0	1,170
22	* O.R.C. Intl. Ltd.	-	0.0	0.0	0.0	0	9,537
23	Outlook Research Ltd	0.0	0.0	0.0	0.0	0	890
24	Petchey (Mgmt. & Finance) Ltd	-	0.0	0.0	0.0	0	2,147
25	Produce Studies Ltd	-	0.0	0.0	0.0	0	6,156
26	Prognosis Ltd	-	0.0	0.0	0.0	0	1,015
27	Public Attitude Surveys Ltd	-	0.0	0.0	0.0	0	6,264
28	Putnam Investments Ltd	0.0	0.0	0.0	0.0	0	36,680
29	Quadrangle Research Ltd	-	0.0	0.0	0.0	0	1,131
30	Sample Surveys Ltd	-	0.0	0.0	0.0	0	5,452
31	* Sitel Europe Ltd	-	0.0	0.0	0.0	0	123,448
32	Specialist Field Resources Ltd	-	0.0	0.0	0.0	0	7,518
33	The Brattle Gp. Ltd	-	0.0	0.0	0.0	0	1,059
34	The Research Department Ltd	-	0.0	0.0	0.0	0	3,667
35	* Xtreme Information Ltd	-	0.0	0.0	0.0	0	9,737
36	Infocorp Ltd	-	0.0	0.0	0.1	0	2,107
37	Discovery Research Ltd	-	0.0	0.0	0.3	0	2,359
38	Prescient Ltd	-	0.0	0.0	0.4	0	1,792
39	Market Research Solutions Ltd	-	0.0	0.0	0.5	0	3,020
40	Context Research Intl. Ltd	-	0.0	0.0	2.5	0	1,615
41	■ Market Probe Europe Ltd	-	0.0	0.0	-	0	1,116
42	■ Mathematical Market Research Ltd	-	0.0	0.0	-	0	2,962
43	■ Millward Brown Precis Ltd	-	0.0	0.0	-	0	1,861
44	■ Nion Ltd	-	0.0	0.0	-	0	1,064
45	■ The Bus. Advantage Gp. PLC	-	0.0	0.0	-	0	542
46	I R B Intl. Ltd	-	0.0	1.3	0.6	0	3,151
47	Praxis Research & Consulting Ltd	-	0.0	3.9	0.0	0	1,489
48	Parker Tanner Woodham Ltd	1.1	0.0	5.9	1.0	0	544
49	■ Corporate Information Ltd	-	0.0	-	-	0	1,760
50	■ S M C Field Mktg. Ltd	-	0.0	-	-	0	990

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Stocks / Sales

League Table Position		Recently	Stocks / Sales			Stocks	Sales
		Filed	%				
		Accounts				£'000	£'000
		00/01	99/00	98/99	97/98	99/00	99/00
51	■ The Research Bus. Intl. Ltd	-	0.0	-	-	0	15,001
52	N R G-Uk Ltd	-	0.1	0.1	0.1	2	2,348
53	■ Ipsos Insight Ltd	-	0.1	2.3	-	1	1,274
54	Albemarle Mktg. Research Ltd	-	0.2	0.1	0.1	2	1,104
55	F D S Market Research Hldgs. Ltd	-	0.2	0.2	0.0	5	4,779
56	The Leadership Factor Ltd	-	0.3	0.4	1.2	3	1,201
57	Facts Intl. Ltd	0.5	0.3	0.8	0.1	7	2,511
58	Citigate D V L Smith Ltd	-	0.3	1.7	0.3	8	2,965
59	* T V Strategy Ltd.	-	0.4	1.2	-	6	1,992
60	■ Pinder Fry & Benjamin Ltd	-	0.4	3.0	-	15	3,803
61	* Romtec PLC	-	0.5	0.6	0.2	20	4,101
62	G F K Mktg. Srvc. Ltd	0.1	0.5	1.3	0.0	58	12,886
63	Added Value Ltd	-	0.8	1.2	1.5	81	11,276
64	Springboard Mktg. Ltd	-	0.9	0.5	0.4	6	746
65	Mintel Intl. Gp. Ltd	-	0.9	1.0	1.5	74	9,078
66	Opinion Leader Research Ltd.	-	1.1	0.0	0.0	27	2,570
67	* G F K GB Ltd	1.0	1.2	0.5	3.7	55	4,707
68	Consensus Research Intl. Ltd	0.4	1.2	1.1	0.2	22	1,978
69	Total Research Ltd	-	1.2	1.5	1.7	103	9,238
70	Reflexions Market Research Ltd	-	1.3	0.0	5.0	12	933
71	* Market & Opinion Research Intl. Ltd	1.3	1.3	0.6	0.4	256	21,230
72	Bus. & Market Research Ltd	2.8	1.4	1.6	2.4	76	5,515
73	Research & Mktg. Ltd	-	1.4	1.6	3.8	25	1,843
74	Cragg Ross Dawson Ltd	-	1.5	1.7	0.0	18	1,258
75	Diagnostics Social & Market Research Ltd	-	1.5	2.0	3.4	33	2,201
76	V.A.Research Ltd	-	1.6	0.3	7.6	18	1,198
77	Link Strategic Research UK Ltd	-	1.7	2.1	2.2	35	2,142
78	Numbers Market Research Ltd	-	2.1	2.5	3.5	30	1,453
79	Flamingo Research Ltd	-	2.2	1.7	3.3	61	2,903
80	■ W.H.F. (Southern) Ltd	-	2.3	0.0	-	36	1,622
81	Millward Brown Intl. Ltd	1.9	2.3	1.6	0.7	1,342	58,397
82	Insight Medical Research Ltd	-	2.4	2.9	4.9	134	5,771
83	Conquest Research & Consultancy Ltd	-	2.5	2.3	1.9	76	3,146
84	Customer Satisfaction Surveys Ltd	-	2.5	19.9	16.1	26	1,071
85	I C M Research Ltd	-	2.7	1.1	5.3	109	4,116
86	* Bostock Mktg. Gp. Ltd	1.7	2.8	12.0	4.4	98	3,597
87	Ipsos Cati Centre Ltd	-	3.3	2.6	40.6	66	2,047
88	Taylor Nelson Sofres Gp. Ltd	-	3.6	3.1	5.1	3,411	96,554
89	* Opinion Research Ltd	-	3.7	6.8	20.4	501	13,909
90	■ M X Promotions Ltd	-	3.9	4.7	-	35	903
91	Roper Starch Worldwide Ltd	11.9	4.1	4.0	9.4	69	1,697
92	* Ipsos UK Ltd	-	4.2	4.4	2.4	1,352	32,476
93	* Maritz. Trbi Ltd	-	4.4	6.5	2.0	1,044	23,879
94	* Morpace Intl. Ltd.	-	4.7	2.7	11.9	171	3,646
95	Medicare Audits Ltd	-	4.8	2.5	3.1	389	8,129
96	* Halogen Enterprises Ltd	-	4.8	15.2	-	150	3,142
97	* The Research Partnership Ltd.	-	5.0	2.3	-	79	1,580
98	I.F.F Research Ltd	-	5.3	1.2	1.7	87	1,656
99	* The Gallup Organization Ltd	0.0	5.3	2.2	0.4	389	7,436
100	Research Intl. Ltd	-	5.4	6.0	7.2	3,230	60,558
101	Wardle McLean Strategic Research Consultancy Ltd	2.6	5.9	4.7	1.5	59	1,008
102	* P W Market Research Gp. Ltd	-	6.4	1.0	0.5	255	4,042

See sections 6 & 7 for Analysis Notes and Definitions

Stocks / Sales

League Table Position		Recently Filed Accounts 00/01	Stocks / Sales %			Stocks	Sales
			99/00	98/99	97/98	£'000	£'000
						99/00	99/00
103	* Euromonitor PLC	-	6.5	9.7	10.1	533	8,268
104	* Eur. Digital Capital Ltd	-	6.6	5.8	0.0	118	1,815
105	George Street Research Ltd	-	6.6	5.9	6.2	38	579
106	* N O P Research Gp. Ltd	8.9	7.2	14.5	16.8	5,124	71,933
107	Bus. Development Research Consultants Ltd	-	7.3	8.8	5.9	289	3,976
108	* B M R B Intl. Ltd	9.9	7.8	4.2	5.0	2,833	36,684
109	* Taylor Nelson Sofres PLC	8.4	8.6	9.0	26.3	32,600	380,900
110	City Research Gp. PLC	-	9.0	14.0	13.4	230	2,564
111	Strategic Mktg. & Research Consultants Ltd	-	9.2	12.5	15.9	50	546
112	Network Research & Mktg. Ltd	-	9.5	3.0	4.1	191	2,026
113	* Isis Research PLC	-	9.9	4.2	4.0	1,252	12,683
114	Intl. Research Assocts. (UK) Ltd	-	10.5	12.5	6.1	269	2,567
115	Quality Medical Field Ltd	-	11.7	1.0	0.0	73	627
116	* Infratest Burke Gp. Ltd	-	13.7	8.1	3.5	2,014	14,750
117	■ S G A Research Intl. Ltd	18.5	14.2	24.6	-	1,087	7,691
118	Define Research & Mktg. Intl. PLC	8.6	15.1	8.0	8.2	177	1,173
119	* Market Tracking Intl. Ltd	0.0	15.1	19.1	72.6	166	1,102
120	Goldfarb Consultants UK Ltd	-	22.9	11.1	6.3	1,062	4,656
-	■ Intelliquest, Ltd.	-	-	0.0	0.0	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	0.0	0.0	-	-
-	* Polk Europe Hldgs. Ltd	-	-	0.0	0.0	-	-
-	■ Counterpoint (UK) Ltd	-	-	0.0	-	-	-
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	0.5	1.7	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	2.7	2.9	-	-
Average of companies with 3 years data			2.3	2.3	2.7		
Total of companies selected						12,083	541,909
Average of companies with 3 years data			2.3	2.3	2.7		
Total of companies selected						12,083	541,909

Debtor Days Outstanding

League Table Position		Recently Filed Accounts 00/01	Debtor Days Outstanding			Debtors £'000 99/00	Sales £'000 99/00
			99/00	98/99	97/98		
MARKET RESEARCH AGENCIES							
1	Benchmark Research Ltd	-	0	0	0	0	1,008
2	Specialist Field Resources Ltd	-	0	0	0	0	7,518
3	■ The Research Bus. Intl. Ltd	-	0	-	-	0	15,001
4	Customer Satisfaction Surveys Ltd	-	3	81	106	8	1,071
5	Petchey (Mgmt. & Finance) Ltd	-	16	142	216	94	2,147
6	* Halogen Enterprises Ltd	-	17	86	-	143	3,142
7	Albemarle Mktg. Research Ltd	-	23	100	95	69	1,104
8	Quadrangle Research Ltd	-	26	34	23	82	1,131
9	Define Research & Mktg. Intl. PLC	46	26	78	52	83	1,173
10	■ Pinder Fry & Benjamin Ltd	-	27	71	-	280	3,803
11	Maxis Research Ltd	-	29	27	10	51	647
12	* Ipsos UK Ltd	-	33	22	33	2,957	32,476
13	Prognosis Ltd	-	33	41	96	91	1,015
14	Millward Brown Intl. Ltd	32	35	47	52	5,671	58,397
15	Reflexions Market Research Ltd	-	36	30	17	92	933
16	Quality Medical Field Ltd	-	38	26	33	65	627
17	■ The Bus. Advantage Gp. PLC	-	38	80	-	56	542
18	City Research Gp. PLC	-	39	49	30	275	2,564
19	■ W.H.F. (Southern) Ltd	-	39	50	-	175	1,622
20	Carat Insight Ltd	-	41	19	35	223	2,001
21	Added Value Ltd	-	41	58	56	1,273	11,276
22	Strategic Mktg. & Research Consultants Ltd	-	43	43	58	64	546
23	Intl. Research Assocs. (UK) Ltd	-	43	43	63	299	2,567
24	Springboard Mktg. Ltd	-	44	78	55	90	746
25	Managing The Service Bus. Ltd	-	46	32	105	413	3,273
26	C I T Research Ltd	-	48	54	44	73	551
27	F D S Market Research Hldgs. Ltd	-	48	54	62	635	4,779
28	* Market Tracking Intl. Ltd	57	49	90	61	147	1,102
29	Ipsos Cati Centre Ltd	-	50	31	133	279	2,047
30	* The Gallup Organization Ltd	39	50	59	94	1,028	7,436
31	Conquest Research & Consultancy Ltd	-	50	71	55	427	3,146
32	* Maritz. Trbi Ltd	-	51	45	49	3,309	23,879
33	Outlook Research Ltd	40	51	53	47	125	890
34	Directions (Research & Mktg.) Ltd	90	52	18	79	89	626
35	The Research Department Ltd	-	52	49	66	522	3,667
36	■ Market Probe Europe Ltd	-	52	88	-	160	1,116
37	Link Strategic Research UK Ltd	-	52	89	73	308	2,142
38	Opinion Leader Research Ltd.	-	53	113	44	373	2,570
39	Frost & Sullivan, Ltd	-	57	50	57	2,020	12,910
40	* I D C UK Ltd	-	57	53	39	5,003	32,012
41	Citigate D V L Smith Ltd	-	59	73	61	478	2,965
42	Medicare Audits Ltd	-	59	97	50	1,324	8,129
43	Intercam Ltd	-	59	147	294	173	1,070
44	* Eur. Digital Capital Ltd	-	59	169	268	295	1,815
45	■ S M C Field Mktg. Ltd	-	60	-	-	164	990
46	Sample Surveys Ltd	-	61	56	47	905	5,452
47	* P W Market Research Gp. Ltd	-	61	80	113	670	4,042
48	* Bostock Mktg. Gp. Ltd	84	61	186	75	602	3,597
49	■ Corporate Information Ltd	-	61	-	-	294	1,760
50	Consensus Research Intl. Ltd	65	63	67	72	339	1,978

Debtor Days Outstanding

League Table Position		Recently Filed Accounts 00/01	Debtor Days Outstanding			Debtors	Sales
			99/00	98/99	97/98	£'000 99/00	£'000 99/00
51	Produce Studies Ltd	-	63	79	79	1,058	6,156
52	Hallett Arendt Mktg. & Research Ltd	-	64	83	67	125	710
53	* The Research Partnership Ltd.	-	65	32	-	283	1,580
54	Market Research Solutions Ltd	-	65	47	66	539	3,020
55	The Leadership Factor Ltd	-	65	67	87	213	1,201
56	Research & Mktg. Ltd	-	65	67	93	327	1,843
57	* Isis Research PLC	-	66	60	52	2,304	12,683
58	G F K Mktg. Svcs. Ltd	67	67	58	68	2,370	12,886
59	■ S G A Research Intl. Ltd	70	67	76	-	1,413	7,691
60	Total Research Ltd	-	67	100	101	1,697	9,238
61	Parker Tanner Woodham Ltd	107	68	61	112	102	544
62	Andrew Irving Assocs. Ltd	-	69	44	54	111	591
63	Novaction (U.K.) Ltd	-	69	81	89	220	1,170
64	Wardle McLean Strategic Research Consultancy Ltd	67	70	60	79	192	1,008
65	Network Research & Mktg. Ltd	-	71	19	50	392	2,026
66	Numbers Market Research Ltd	-	71	51	53	284	1,453
67	Roper Starch Worldwide Ltd	80	72	64	70	337	1,697
68	Discovery Research Ltd	-	72	74	90	466	2,359
69	Cram Intl. Ltd	-	72	89	85	475	2,424
70	* Xtreme Information Ltd	-	72	219	408	1,925	9,737
71	I R B Intl. Ltd	-	74	77	89	635	3,151
72	V.A.Research Ltd	-	74	79	119	244	1,198
73	Facts Intl. Ltd	94	74	101	76	508	2,511
74	* N O P Research Gp. Ltd	101	75	67	85	14,775	71,933
75	* Opinion Research Ltd	-	76	94	63	2,899	13,909
76	Diagnostics Social & Market Research Ltd	-	77	83	70	462	2,201
77	The Brattle Gp. Ltd	-	78	54	0	227	1,059
78	* Morpace Intl. Ltd.	-	78	76	133	782	3,646
79	Context Research Intl. Ltd	-	79	47	59	348	1,615
80	Adelphi Intl. Research Ltd	-	79	146	61	1,443	6,703
81	* B M R B Intl. Ltd	81	81	69	64	8,092	36,684
82	* Infratest Burke Gp. Ltd	-	81	75	157	3,257	14,750
83	Research Intl. Ltd	-	82	93	93	13,599	60,558
84	Mintel Intl. Gp. Ltd	-	83	72	67	2,052	9,078
85	Bus. & Market Research Ltd	53	85	63	67	1,281	5,515
86	Hauck Research Svcs. Ltd	-	85	69	70	1,799	7,760
87	Taylor Nelson Sofres Gp. Ltd	-	85	77	75	22,389	96,554
88	M B L Gp. PLC (The)	-	85	83	74	8,646	37,238
89	Goldfarb Consultants UK Ltd	-	86	66	59	1,102	4,656
90	* Sitel Europe Ltd	-	87	103	78	29,382	123,448
91	Bus. Development Research Consultants Ltd	-	87	124	85	949	3,976
92	Cragg Ross Dawson Ltd	-	88	51	107	305	1,258
93	* Euromonitor PLC	-	88	89	79	1,997	8,268
94	C S W Research Ltd	-	88	116	84	1,237	5,143
95	■ Nion Ltd	-	89	52	-	259	1,064
96	■ Ipsos Insight Ltd	-	89	63	-	309	1,274
97	Insight Medical Research Ltd	-	90	59	130	1,429	5,771
98	* Netpoll Ltd	-	91	206	146	202	806
99	■ Millward Brown Precis Ltd	-	94	86	-	479	1,861
100	* Romtec PLC	-	98	64	55	1,099	4,101
101	* Taylor Nelson Sofres PLC	92	100	85	251	104,600	380,900
102	Flamingo Research Ltd	-	100	90	67	798	2,903

See sections 6 & 7 for Analysis Notes and Definitions

Debtor Days Outstanding

League Table Position		Recently Filed Accounts 00/01	Debtor Days Outstanding			Debtors £'000 99/00	Sales £'000 99/00
			99/00	98/99	97/98		
103	N R G-Uk Ltd	-	102	102	137	654	2,348
104	I R I Infoscan Ltd	-	103	85	71	6,234	22,080
105	■ Mathematical Market Research Ltd	-	103	110	-	835	2,962
106	Accent Mktg. & Research Ltd	116	103	135	115	464	1,645
107	■ M X Promotions Ltd	-	108	81	-	266	903
108	Putnam Investments Ltd	47	111	39	30	11,176	36,680
109	Infocorp Ltd	-	112	94	100	649	2,107
110	Flackett, Stevens & ASSOCTS. Ltd	-	113	131	68	408	1,314
111	* T V Strategy Ltd.	-	114	152	-	621	1,992
112	* Market & Opinion Research Intl. Ltd	97	115	116	97	6,684	21,230
113	* G F K GB Ltd	59	116	92	93	1,497	4,707
114	* O.R.C. Intl. Ltd.	-	120	81	92	3,128	9,537
115	George Street Research Ltd	-	123	34	54	195	579
116	I C M Research Ltd	-	126	113	84	1,425	4,116
117	Prescient Ltd	-	142	120	134	699	1,792
118	Public Attitude Surveys Ltd	-	154	119	128	2,646	6,264
119	Praxis Research & Consulting Ltd	-	170	0	32	692	1,489
120	I.F.F Research Ltd	-	181	46	65	820	1,656
-	■ Intelliquest, Ltd.	-	-	0	12	-	-
-	■ Counterpoint (UK) Ltd	-	-	31	-	-	-
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	52	69	-	-
-	* Polk Europe Hldgs. Ltd	-	-	82	83	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	85	86	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	102	79	-	-
Average of companies with 3 years data			75	72	71		
Total of companies selected						111,436	541,909
Average of companies with 3 years data			75	72	71		
Total of companies selected						111,436	541,909

Current Ratio

League Table Position		Recently	Current Ratio			Current	Current
		Filed				Assets	Liabilities
		Accounts				£'000	£'000
		00/01	99/00	98/99	97/98	99/00	99/00
MARKET RESEARCH AGENCIES							
1	* B M R B Intl. Ltd	6.97	9.61	8.25	8.88	84,787	8,825
2	N R G-Uk Ltd	-	4.78	4.17	3.24	1,481	310
3	* Isis Research PLC	-	4.31	2.88	6.77	4,749	1,102
4	Parker Tanner Woodham Ltd	2.11	3.35	3.86	2.82	278	83
5	■ Nion Ltd	-	2.68	1.39	-	462	173
6	Putnam Investments Ltd	5.14	2.59	3.12	2.11	16,849	6,525
7	V.A.Research Ltd	-	2.58	1.20	1.13	307	119
8	Goldfarb Consultants UK Ltd	-	2.38	2.12	1.42	3,146	1,324
9	M B L Gp. PLC (The)	-	2.30	2.02	2.01	14,763	6,425
10	Opinion Leader Research Ltd.	-	2.26	1.68	1.95	1,124	499
11	Citigate D V L Smith Ltd	-	2.09	2.21	2.38	841	403
12	Millward Brown Precis Ltd	-	1.99	1.97	1.81	647	326
13	■ Pinder Fry & Benjamin Ltd	-	1.98	2.91	-	2,418	1,224
14	* T V Strategy Ltd.	-	1.97	2.00	-	772	393
15	The Leadership Factor Ltd	-	1.95	1.43	1.57	805	413
16	Discovery Research Ltd	-	1.89	1.45	1.30	1,000	530
17	Network Research & Mktg. Ltd	-	1.88	2.11	1.25	791	421
18	Roper Starch Worldwide Ltd	1.14	1.84	1.76	1.45	555	302
19	C S W Research Ltd	-	1.84	1.67	1.49	2,113	1,153
20	* The Research Partnership Ltd.	-	1.77	2.12	-	1,090	617
21	Adelphi Intl. Research Ltd	-	1.77	1.21	1.39	3,057	1,736
22	■ Market Probe Europe Ltd	-	1.74	3.19	-	341	197
23	Numbers Market Research Ltd	-	1.74	1.77	1.08	829	478
24	Novaction (U.K.) Ltd	-	1.71	1.15	0.92	319	187
25	Prognosis Ltd	-	1.64	1.31	1.09	234	143
26	* Eur. Digital Capital Ltd	-	1.63	1.70	2.99	1,334	823
27	Bus. Development Research Consultants Ltd	-	1.61	1.54	1.57	2,276	1,415
28	Hallett Arendt Mktg. & Research Ltd	-	1.60	1.54	1.52	323	203
29	Ipsos Cati Centre Ltd	-	1.59	1.24	0.42	934	590
30	Cragg Ross Dawson Ltd	-	1.58	1.81	1.59	527	334
31	Flamingo Research Ltd	-	1.56	1.62	1.89	1,186	762
32	Petchey (Mgmt. & Finance) Ltd	-	1.56	1.30	1.16	702	452
33	Mathematical Market Research Ltd	-	1.53	1.47	1.49	1,156	760
34	Research & Mktg. Ltd	-	1.53	1.44	1.23	379	249
35	Facts Intl. Ltd	1.61	1.51	1.36	1.18	802	534
36	* N O P Research Gp. Ltd	1.54	1.51	1.29	1.22	42,750	28,323
37	Millward Brown Intl. Ltd	1.61	1.50	1.50	1.31	29,566	19,805
38	Andrew Irving Assocs. Ltd	-	1.50	1.21	1.14	163	109
39	Research Intl. Ltd	-	1.49	1.16	1.08	26,570	17,903
40	Sample Surveys Ltd	-	1.49	0.82	0.76	1,092	734
41	* Romtec PLC	-	1.46	1.62	1.49	2,262	1,551
42	Outlook Research Ltd	1.91	1.46	1.42	1.04	365	250
43	Wardle McLean Strategic Research Consultancy Ltd	1.64	1.45	1.54	1.52	516	356
44	Context Research Intl. Ltd	-	1.41	1.54	0.95	580	413
45	Hauck Research Srvcs. Ltd	-	1.38	1.48	1.67	3,756	2,731
46	Insight Medical Research Ltd	-	1.37	1.27	1.13	2,968	2,170
47	G F K Mktg. Srvcs. Ltd	1.16	1.37	1.07	1.16	5,695	4,157
48	■ Corporate Information Ltd	-	1.35	-	-	827	614
49	W.H.F. (Southern) Ltd	-	1.34	1.60	1.56	322	241
50	■ Ipsos Insight Ltd	-	1.31	1.11	-	441	337

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Current Ratio

League Table Position			Recently	Current Ratio			Current	Current
			Filed				Assets	Liabilities
			Accounts				£'000	£'000
			00/01	99/00	98/99	97/98	99/00	99/00
51	*	I D C UK Ltd	-	1.31	1.07	1.11	8,724	6,665
52		Infocorp Ltd	-	1.28	1.32	1.47	685	539
53	■	S G A Research Intl. Ltd	1.38	1.28	1.06	-	5,180	4,064
54		Reflexions Market Research Ltd	0.77	1.28	0.67	0.57	186	146
55		Praxis Research & Consulting Ltd	-	1.26	1.88	1.35	1,397	1,117
56	*	Bostock Mktg. Gp. Ltd	1.50	1.26	1.16	1.93	1,136	906
57		Conquest Research & Consultancy Ltd	-	1.24	1.30	1.16	684	553
58		Accent Mktg. & Research Ltd	1.15	1.24	1.20	1.24	524	426
59		Springboard Mktg. Ltd	-	1.24	1.14	1.21	194	157
60	*	Maritz. Trbi Ltd	-	1.23	1.36	1.33	6,185	5,038
61		Maxis Research Ltd	-	1.22	0.51	0.61	179	147
62	*	O.R.C. Intl. Ltd.	-	1.21	1.42	0.98	4,823	4,012
63		Total Research Ltd	-	1.21	1.17	1.26	3,012	2,507
64		I C M Research Ltd	-	1.18	1.18	1.13	1,713	1,453
65		Frost & Sullivan, Ltd	-	1.18	0.98	1.24	3,289	2,793
66		Managing The Service Bus. Ltd	-	1.16	1.20	1.28	651	562
67		The Brattle Gp. Ltd	-	1.15	0.74	0.62	339	295
68		Define Research & Mktg. Intl. PLC	1.44	1.14	0.90	0.77	304	269
69	*	Market & Opinion Research Intl. Ltd	0.80	1.13	1.13	1.17	8,376	7,476
70		Medicare Audits Ltd	-	1.13	1.04	1.23	3,032	2,684
71		Mintel Intl. Gp. Ltd	-	1.13	1.01	0.98	6,920	6,136
72		Consensus Research Intl. Ltd	1.27	1.12	1.23	1.12	525	471
73	■	The Bus. Advantage Gp. PLC	-	1.12	1.05	-	109	98
74		Carat Insight Ltd	-	1.12	0.82	0.82	729	653
75		Diagnostics Social & Market Research Ltd	-	1.11	1.12	1.07	976	887
76		F D S Market Research Hldgs. Ltd	-	1.11	0.88	0.76	862	781
77		Intercam Ltd	-	1.09	1.08	1.06	712	656
78		Albemarle Mktg. Research Ltd	-	1.09	0.98	0.92	621	572
79	*	Sitel Europe Ltd	-	1.08	1.11	1.11	50,967	47,235
80		Produce Studies Ltd	-	1.07	1.14	0.98	1,749	1,640
81	*	Opinion Research Ltd	-	1.07	1.08	1.04	5,525	5,166
82		Quality Medical Field Ltd	-	1.04	1.06	1.13	187	181
83		Specialist Field Resources Ltd	-	1.04	1.01	6.24	525	509
84		Prescient Ltd	-	1.03	1.04	1.01	750	733
85		I R B Intl. Ltd	-	1.03	0.89	1.45	1,150	1,125
86		Cram Intl. Ltd	-	1.02	1.17	1.01	680	667
87		I.F.F Research Ltd	-	1.02	0.95	1.17	1,393	1,374
88		Intl. Research Assocts. (UK) Ltd	-	1.02	0.79	1.47	737	724
89		Flackett, Stevens & Assocts. Ltd	-	1.00	1.07	0.88	739	746
90	■	M X Promotions Ltd	-	1.00	1.05	-	349	350
91		Bus. & Market Research Ltd	0.99	1.00	1.00	1.08	1,748	1,762
92		Strategic Mktg. & Research Consultants Ltd	-	0.99	1.14	1.10	130	132
93	*	Ipsos UK Ltd	-	0.99	0.94	0.87	6,319	6,389
94		Link Strategic Research UK Ltd	-	0.98	1.00	1.24	441	454
95	■	S M C Field Mktg. Ltd	-	0.98	-	-	234	240
96	*	Euromonitor PLC	-	0.96	1.36	1.57	2,768	2,908
97		Public Attitude Surveys Ltd	-	0.96	0.95	1.02	9,628	10,068
98	*	Market Tracking Intl. Ltd	2.86	0.94	1.00	1.12	435	465
99	*	Taylor Nelson Sofres PLC	1.06	0.91	1.18	1.11	169,900	186,900
100		George Street Research Ltd	-	0.91	0.58	0.71	374	414
101	*	P W Market Research Gp. Ltd	-	0.86	0.87	1.11	1,143	1,333
102		Directions (Research & Mktg.) Ltd	0.92	0.85	1.02	1.00	226	269

See sections 6 & 7 for Analysis Notes and Definitions

Current Ratio

League Table Position		Recently Filed Accounts 00/01	Current Ratio			Current Assets £'000 99/00	Current Liabilities £'000 99/00
			99/00	98/99	97/98		
103	* G F K GB Ltd	1.17	0.85	0.98	1.02	1,849	2,196
104	Market Research Solutions Ltd	-	0.82	1.48	1.38	1,530	1,884
105	* The Gallup Organization Ltd	1.50	0.82	0.89	1.06	1,771	2,177
106	Taylor Nelson Sofres Gp. Ltd	-	0.79	0.91	0.81	60,338	76,692
107	The Research Department Ltd	-	0.78	0.81	0.57	2,431	3,119
108	* Infratest Burke Gp. Ltd	-	0.77	0.86	0.91	6,338	8,289
109	Customer Satisfaction Surveys Ltd	-	0.73	1.21	1.20	185	255
110	Added Value Ltd	-	0.73	1.00	0.95	2,571	3,522
111	City Research Gp. PLC	-	0.67	1.05	1.48	655	986
112	* Morpace Intl. Ltd.	-	0.67	0.74	0.79	1,071	1,617
113	C I T Research Ltd	-	0.65	0.66	0.89	180	278
114	Quadrangle Research Ltd	-	0.59	0.86	0.98	919	1,576
115	* Halogen Enterprises Ltd	-	0.55	1.46	1.56	939	1,738
116	I R I Infoscan Ltd	-	0.55	0.35	0.39	10,827	19,863
117	* Xtreme Information Ltd	-	0.49	0.59	0.42	2,466	5,124
118	* Netpoll Ltd	-	0.40	0.68	1.00	229	584
-	■ Benchmark Research Ltd	-	^	9.06	5.34	185	0
-	■ Intelliquest, Ltd.	-	-	3.17	2.80	-	-
-	* Polk Europe Hldgs. Ltd	-	-	1.60	0.98	-	-
-	■ Counterpoint (UK) Ltd	-	-	1.32	-	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	1.23	0.97	-	-
-	* Mobile Sensory Testing Srvcs. Ltd	1.14	-	1.02	0.84	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	0.46	0.56	-	-
-	■ The Research Bus. Intl. Ltd	-	^	-	-	64	0
Average of companies with 3 years data			1.13	1.10	1.02		
Total of companies selected						256,829	228,322
Average of companies with 3 years data			1.13	1.10	1.02		
Total of companies selected						256,829	228,322

Quick Ratio (Acid Test)

League Table Position		Recently	Quick Ratio (Acid Test)			Quick	Current
		Filed				Assets	Liabilities
		Accounts				£'000	£'000
		00/01	99/00	98/99	97/98	99/00	99/00
MARKET RESEARCH AGENCIES							
1	* B M R B Intl. Ltd	6.66	9.29	8.13	8.73	81,954	8,825
2	N R G-Uk Ltd	-	4.78	4.17	3.24	1,479	310
3	Parker Tanner Woodham Ltd	2.07	3.35	3.45	2.77	278	83
4	* Isis Research PLC	-	3.18	2.44	5.81	3,497	1,102
5	■ Nion Ltd	-	2.68	1.39	-	462	173
6	Putnam Investments Ltd	5.14	2.59	3.12	2.11	16,849	6,525
7	V.A.Research Ltd	-	2.43	1.19	0.95	289	119
8	M B L Gp. PLC (The)	-	2.30	2.02	2.01	14,763	6,425
9	Opinion Leader Research Ltd.	-	2.20	1.68	1.95	1,097	499
10	Citigate D V L Smith Ltd	-	2.07	2.11	2.36	833	403
11	Millward Brown Precis Ltd	-	1.99	1.97	1.81	647	326
12	■ Pinder Fry & Benjamin Ltd	-	1.97	2.82	-	2,403	1,224
13	* T V Strategy Ltd.	-	1.95	1.96	-	766	393
14	The Leadership Factor Ltd	-	1.95	1.42	1.54	802	413
15	Discovery Research Ltd	-	1.89	1.45	1.29	1,000	530
16	C S W Research Ltd	-	1.84	1.67	1.49	2,113	1,153
17	Adelphi Intl. Research Ltd	-	1.77	1.21	1.39	3,057	1,736
18	■ Market Probe Europe Ltd	-	1.74	3.19	-	341	197
19	Novaction (U.K.) Ltd	-	1.71	1.15	0.92	319	187
20	Numbers Market Research Ltd	-	1.68	1.64	0.96	799	478
21	* The Research Partnership Ltd.	-	1.64	2.04	-	1,011	617
22	Prognosis Ltd	-	1.64	1.31	1.09	234	143
23	Roper Starch Worldwide Ltd	0.83	1.61	1.55	1.07	486	302
24	Hallett Arendt Mktg. & Research Ltd	-	1.60	1.54	1.52	323	203
25	Goldfarb Consultants UK Ltd	-	1.58	1.74	1.28	2,084	1,324
26	Petchey (Mgmt. & Finance) Ltd	-	1.56	1.30	1.16	702	452
27	Cragg Ross Dawson Ltd	-	1.53	1.73	1.59	509	334
28	Mathematical Market Research Ltd	-	1.53	1.47	1.49	1,156	760
29	Andrew Irving Assocts. Ltd	-	1.50	1.21	1.14	163	109
30	Facts Intl. Ltd	1.58	1.49	1.33	1.17	795	534
31	Sample Surveys Ltd	-	1.49	0.82	0.76	1,092	734
32	* Eur. Digital Capital Ltd	-	1.48	1.61	2.99	1,216	823
33	Flamingo Research Ltd	-	1.48	1.54	1.74	1,125	762
34	Ipsos Cati Centre Ltd	-	1.48	1.18	0.35	868	590
35	Outlook Research Ltd	1.91	1.46	1.42	1.04	365	250
36	* Romtec PLC	-	1.45	1.59	1.48	2,242	1,551
37	Network Research & Mktg. Ltd	-	1.43	1.91	1.10	600	421
38	Millward Brown Intl. Ltd	1.57	1.43	1.45	1.29	28,224	19,805
39	Research & Mktg. Ltd	-	1.43	1.34	1.07	354	249
40	Context Research Intl. Ltd	-	1.41	1.54	0.84	580	413
41	Bus. Development Research Consultants Ltd	-	1.41	1.33	1.39	1,987	1,415
42	Hauck Research Srvcs. Ltd	-	1.38	1.48	1.67	3,756	2,731
43	G F K Mktg. Srvcs. Ltd	1.16	1.36	1.04	1.16	5,637	4,157
44	■ Corporate Information Ltd	-	1.35	-	-	827	614
45	* N O P Research Gp. Ltd	1.36	1.33	0.98	0.88	37,626	28,323
46	Insight Medical Research Ltd	-	1.31	1.20	1.05	2,834	2,170
47	* I D C UK Ltd	-	1.31	1.07	1.11	8,724	6,665
48	■ Ipsos Insight Ltd	-	1.31	1.04	-	440	337
49	Research Intl. Ltd	-	1.31	1.00	0.92	23,340	17,903
50	Wardle McLean Strategic Research Consultancy Ltd	1.49	1.29	1.35	1.46	457	356

Quick Ratio (Acid Test)

League Table Position		Recently Filed Accounts 00/01	Quick Ratio (Acid Test)			Quick Assets £'000 99/00	Current Liabilities £'000 99/00
			99/00	98/99	97/98		
51	Infocorp Ltd	-	1.28	1.32	1.46	685	539
52	Praxis Research & Consulting Ltd	-	1.26	1.62	1.35	1,397	1,117
53	Accent Mktg. & Research Ltd	1.15	1.24	1.20	1.24	524	426
54	Maxis Research Ltd	-	1.22	0.51	0.61	179	147
55	* O.R.C. Intl. Ltd.	-	1.21	1.42	0.98	4,823	4,012
56	Springboard Mktg. Ltd	-	1.20	1.12	1.20	188	157
57	Reflexions Market Research Ltd	0.60	1.20	0.67	0.43	174	146
58	W.H.F. (Southern) Ltd	-	1.19	1.60	1.56	286	241
59	Frost & Sullivan, Ltd	-	1.18	0.98	1.24	3,289	2,793
60	Total Research Ltd	-	1.17	1.12	1.20	2,909	2,507
61	Managing The Service Bus. Ltd	-	1.16	1.20	1.28	651	562
62	* Bostock Mktg. Gp. Ltd	1.42	1.15	0.97	1.66	1,038	906
63	The Brattle Gp. Ltd	-	1.15	0.74	0.62	339	295
64	■ The Bus. Advantage Gp. PLC	-	1.12	1.05	-	109	98
65	Mintel Intl. Gp. Ltd	-	1.12	0.99	0.95	6,846	6,136
66	Carat Insight Ltd	-	1.12	0.82	0.82	729	653
67	I C M Research Ltd	-	1.11	1.15	0.96	1,604	1,453
68	Conquest Research & Consultancy Ltd	-	1.10	1.18	1.08	608	553
69	F D S Market Research Hldgs. Ltd	-	1.10	0.87	0.76	857	781
70	* Market & Opinion Research Intl. Ltd	0.77	1.09	1.12	1.16	8,120	7,476
71	Intercam Ltd	-	1.09	1.08	1.06	712	656
72	Albemarle Mktg. Research Ltd	-	1.09	0.98	0.91	619	572
73	* Sitel Europe Ltd	-	1.08	1.11	1.11	50,967	47,235
74	Consensus Research Intl. Ltd	1.26	1.07	1.18	1.12	503	471
75	Produce Studies Ltd	-	1.07	1.14	0.98	1,749	1,640
76	Diagnostics Social & Market Research Ltd	-	1.07	1.07	1.01	943	887
77	Specialist Field Resources Ltd	-	1.04	1.01	6.24	525	509
78	* Maritz. Trbi Ltd	-	1.03	1.13	1.22	5,141	5,038
79	Prescient Ltd	-	1.03	1.04	1.00	750	733
80	I R B Intl. Ltd	-	1.03	0.86	1.42	1,150	1,125
81	Cram Intl. Ltd	-	1.02	1.17	1.01	680	667
82	■ S G A Research Intl. Ltd	1.13	1.01	0.66	-	4,093	4,064
83	Flackett, Stevens & Assocs. Ltd	-	1.00	1.07	0.88	739	746
84	Medicare Audits Ltd	-	0.99	0.99	1.16	2,643	2,684
85	* Opinion Research Ltd	-	0.98	0.96	0.54	5,024	5,166
86	■ S M C Field Mktg. Ltd	-	0.98	-	-	234	240
87	Public Attitude Surveys Ltd	-	0.96	0.95	1.02	9,628	10,068
88	I.F.F Research Ltd	-	0.96	0.90	1.10	1,306	1,374
89	Bus. & Market Research Ltd	0.91	0.95	0.95	0.99	1,672	1,762
90	■ M X Promotions Ltd	-	0.90	0.94	-	314	350
91	Link Strategic Research UK Ltd	-	0.90	0.92	1.12	406	454
92	Directions (Research & Mktg.) Ltd	0.92	0.85	1.02	1.00	226	269
93	Market Research Solutions Ltd	-	0.82	1.48	1.36	1,530	1,884
94	* G F K GB Ltd	1.14	0.82	0.97	0.92	1,794	2,196
95	George Street Research Ltd	-	0.82	0.38	0.52	336	414
96	The Research Department Ltd	-	0.78	0.81	0.57	2,431	3,119
97	* Ipsos UK Ltd	-	0.78	0.76	0.77	4,967	6,389
98	* Euromonitor PLC	-	0.77	1.03	1.16	2,235	2,908
99	Taylor Nelson Sofres Gp. Ltd	-	0.75	0.86	0.73	56,927	76,692
100	* Taylor Nelson Sofres PLC	0.85	0.74	0.94	0.95	137,300	186,900
101	Added Value Ltd	-	0.71	0.96	0.90	2,490	3,522
102	* P W Market Research Gp. Ltd	-	0.67	0.85	1.09	888	1,333

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Quick Ratio (Acid Test)

League Table Position		Recently Filed Accounts 00/01	Quick Ratio (Acid Test)			Quick	Current
			99/00	98/99	97/98	Assets	Liabilities
						£'000 99/00	£'000 99/00
103	C I T Research Ltd	-	0.65	0.66	0.89	180	278
104	Intl. Research Assocs. (UK) Ltd	-	0.65	0.49	1.18	468	724
105	* The Gallup Organization Ltd	1.50	0.64	0.81	1.05	1,382	2,177
106	Quality Medical Field Ltd	-	0.63	0.99	1.13	114	181
107	Customer Satisfaction Surveys Ltd	-	0.63	0.69	0.84	159	255
108	Strategic Mktg. & Research Consultants Ltd	-	0.61	0.59	0.58	80	132
109	Quadrangle Research Ltd	-	0.59	0.86	0.98	919	1,576
110	* Market Tracking Intl. Ltd	2.86	0.58	0.82	0.29	269	465
111	* Morpace Intl. Ltd.	-	0.56	0.68	0.64	900	1,617
112	I R I Infoscan Ltd	-	0.55	0.35	0.39	10,827	19,863
113	* Infratest Burke Gp. Ltd	-	0.53	0.68	0.86	4,324	8,289
114	* Xtreme Information Ltd	-	0.49	0.59	0.42	2,466	5,124
115	Define Research & Mktg. Intl. PLC	0.89	0.48	0.68	0.54	127	269
116	* Halogen Enterprises Ltd	-	0.46	1.09	1.15	789	1,738
117	City Research Gp. PLC	-	0.44	0.58	0.73	425	986
118	* Netpoll Ltd	-	0.40	0.68	1.00	229	584
-	■ Benchmark Research Ltd	-	^	9.06	5.34	185	0
-	■ Intelliquest, Ltd.	-	-	3.17	2.80	-	-
-	* Polk Europe Hldgs. Ltd	-	-	1.60	0.98	-	-
-	■ Counterpoint (UK) Ltd	-	-	1.32	-	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	1.23	0.97	-	-
-	* Mobile Sensory Testing Srvcs. Ltd	1.13	-	0.99	0.79	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	0.44	0.53	-	-
-	■ The Research Bus. Intl. Ltd	-	^	-	-	64	0
Average of companies with 3 years data			1.08	1.04	0.96		
Total of companies selected						244,710	228,322
Average of companies with 3 years data			1.08	1.04	0.96		
Total of companies selected						244,710	228,322

Total Debt/Net Worth

League Table Position		Recently	Total Debt/Net Worth			Total Debt	Net Worth
		Filed	%				
		Accounts				£'000	£'000
		00/01	99/00	98/99	97/98	99/00	99/00
MARKET RESEARCH AGENCIES							
1	Benchmark Research Ltd	-	0.0	0.0	0.0	0	185
2	C S W Research Ltd	-	0.0	0.0	0.0	0	1,075
3	Cragg Ross Dawson Ltd	-	0.0	0.0	0.0	0	253
4	Hauck Research Svcs. Ltd	-	0.0	0.0	0.0	0	1,463
5	Intercam Ltd	-	0.0	0.0	0.0	0	59
6	Mintel Intl. Gp. Ltd	-	0.0	0.0	0.0	0	1,084
7	* Romtec PLC	-	0.0	0.0	0.0	0	986
8	The Leadership Factor Ltd	-	0.0	0.0	0.0	0	516
9	Network Research & Mktg. Ltd	-	0.0	0.0	1.1	0	558
10	N R G-Uk Ltd	-	0.0	0.0	14.6	0	1,209
11	Directions (Research & Mktg.) Ltd	0.0	0.0	0.0	16.2	0	1
12	Prognosis Ltd	-	0.0	0.0	95.9	0	110
13	■ Pinder Fry & Benjamin Ltd	-	0.0	0.0	-	0	1,208
14	■ Bus. Development Research Consultants Ltd	-	0.0	0.5	-	0	1,034
15	Managing The Service Bus. Ltd	-	0.0	24.4	8.5	0	315
16	■ Nion Ltd	-	0.0	41.7	-	0	364
17	Adelphi Intl. Research Ltd	-	0.0	54.2	32.8	0	1,321
18	I C M Research Ltd	-	0.0	55.8	0.0	0	428
19	■ Outlook Research Ltd	10.9	0.0	-	-	0	135
20	■ S M C Field Mktg. Ltd	-	0.0	-	-	0	14
21	■ The Research Bus. Intl. Ltd	-	0.0	-	-	0	64
22	Wardle McLean Strategic Research Consultancy Ltd	0.0	0.8	13.7	42.4	2	268
23	■ Opinion Leader Research Ltd.	-	1.9	3.5	-	12	658
24	Praxis Research & Consulting Ltd	-	2.4	0.0	0.0	7	299
25	■ Parker Tanner Woodham Ltd	14.5	2.9	12.9	-	6	207
26	* B M R B Intl. Ltd	3.6	3.1	2.9	3.4	2,419	78,488
27	Citigate D V L Smith Ltd	-	3.6	32.4	2.3	17	476
28	Springboard Mktg. Ltd	-	4.5	13.3	12.2	4	90
29	Andrew Irving Assocs. Ltd	-	4.6	17.2	24.6	5	109
30	Insight Medical Research Ltd	-	4.7	24.9	3.4	47	1,007
31	Roper Starch Worldwide Ltd	3.8	5.1	8.4	12.3	16	319
32	Consensus Research Intl. Ltd	8.2	5.4	0.0	0.0	7	130
33	Discovery Research Ltd	-	6.8	17.2	33.0	52	774
34	Flamingo Research Ltd	-	8.6	7.6	5.0	47	548
35	Millward Brown Intl. Ltd	26.9	8.8	9.9	16.3	1,124	12,893
36	G F K Mktg. Svcs. Ltd	40.7	9.3	12.8	13.0	207	2,245
37	■ Market Probe Europe Ltd	-	9.8	0.0	-	19	195
38	■ Conquest Research & Consultancy Ltd	-	10.5	19.8	-	27	259
39	* The Research Partnership Ltd.	-	13.0	51.1	-	62	478
40	Medicare Audits Ltd	-	14.2	27.6	26.5	159	1,126
41	Research Intl. Ltd	-	19.2	51.6	64.6	2,644	13,789
42	Research & Mktg. Ltd	-	19.3	20.4	68.8	58	301
43	■ Novaction (U.K.) Ltd	-	19.8	27.8	^	31	157
44	I.F.F Research Ltd	-	19.9	75.5	25.0	28	141
45	■ Mathematical Market Research Ltd	-	21.6	41.1	-	156	725
46	Facts Intl. Ltd	7.1	22.4	10.2	35.0	89	399
47	Hallett Arendt Mktg. & Research Ltd	-	23.1	32.4	8.3	30	130
48	Sample Surveys Ltd	-	25.5	65.5	219.3	253	996
49	Putnam Investments Ltd	0.0	27.9	2.5	30.6	3,093	11,111
50	■ Millward Brown Precis Ltd	-	28.6	0.0	-	107	375

Performance League Tables

Total Debt/Net Worth

League Table Position		Recently Filed Accounts	Total Debt/Net Worth			Total Debt	Net Worth
			%				
			00/01	99/00	98/99	97/98	£'000 99/00
51	M B L Gp. PLC (The)	-	32.0	13.3	14.8	1,704	5,338
52	■ Carat Insight Ltd	-	32.5	52.1	^	60	185
53	Context Research Intl. Ltd	-	34.1	58.7	110.0	80	235
54	Goldfarb Consultants UK Ltd	-	43.2	44.8	74.8	842	1,951
55	F D S Market Research Hldgs. Ltd	-	43.2	52.9	165.5	88	204
56	Infocorp Ltd	-	45.3	4.6	53.8	91	201
57	* Bostock Mktg. Gp. Ltd	22.2	45.5	-	-	169	372
58	Numbers Market Research Ltd	-	51.9	12.5	229.0	186	359
59	■ The Bus. Advantage Gp. PLC	-	53.9	57.2	-	14	26
60	* Ipsos UK Ltd	-	57.8	84.9	159.1	1,040	1,802
61	V.A.Research Ltd	-	61.0	34.9	70.8	25	41
62	Accent Mktg. & Research Ltd	65.9	63.5	94.3	105.7	85	134
63	* N O P Research Gp. Ltd	64.9	64.3	61.2	37.4	12,427	19,334
64	* Eur. Digital Capital Ltd	-	70.2	0.0	-	376	536
65	■ S G A Research Intl. Ltd	51.4	72.3	564.2	-	879	1,217
66	■ Ipsos Cati Centre Ltd	-	77.1	149.0	-	302	392
67	* Isis Research PLC	-	78.4	105.2	0.0	446	569
68	Link Strategic Research UK Ltd	-	84.3	274.3	11,150.0	80	95
69	Petchey (Mgmt. & Finance) Ltd	-	87.1	259.0	540.9	241	277
70	* The Gallup Organization Ltd	0.4	93.4	71.0	^	627	672
71	* Maritz. Trbi Ltd	-	100.3	10.4	4.4	1,773	1,769
72	Total Research Ltd	-	101.3	226.8	734.4	707	698
73	■ Flackett, Stevens & Assocts. Ltd	-	106.9	72.0	^	93	87
74	Define Research & Mktg. Intl. PLC	80.6	123.4	1,212.6	1,287.6	74	60
75	* Market & Opinion Research Intl. Ltd	90.0	134.5	105.1	79.5	2,808	2,089
76	George Street Research Ltd	-	153.6	1,583.4	1,416.7	43	28
77	■ The Brattle Gp. Ltd	-	234.6	^	-	197	84
78	■ M X Promotions Ltd	-	238.5	0.0	-	31	13
79	■ Ipsos Insight Ltd	-	247.2	650.0	-	257	104
80	Diagnostics Social & Market Research Ltd	-	270.2	221.7	314.7	408	151
81	■ Prescient Ltd	-	296.0	155.0	-	222	75
82	Cram Intl. Ltd	-	311.3	98.2	136.0	249	80
83	■ Strategic Mktg. & Research Consultants Ltd	-	328.0	133.4	-	82	25
84	Produce Studies Ltd	-	334.6	282.0	1,909.8	853	255
85	Market Research Solutions Ltd	-	347.4	235.6	4.5	1,202	346
86	* Sitel Europe Ltd	-	364.6	293.5	77.4	38,861	10,659
87	* Opinion Research Ltd	-	380.3	464.0	122.8	2,882	758
88	■ Albemarle Mktg. Research Ltd	-	397.2	1,391.7	^	274	69
89	* Market Tracking Intl. Ltd	0.0	400.0	5,750.0	^	8	2
90	* P W Market Research Gp. Ltd	-	561.6	175.9	31.8	146	26
91	I R B Intl. Ltd	-	709.5	1,738.1	27.2	823	116
92	Taylor Nelson Sofres Gp. Ltd	-	803.3	565.6	1,929.6	39,132	4,872
93	■ Bus. & Market Research Ltd	168.5	809.4	5,800.0	^	866	107
94	Added Value Ltd	-	979.3	160.1	131.8	1,841	188
95	Specialist Field Resources Ltd	-	1,656.3	30,642.9	3.6	265	16
96	■ Maxis Research Ltd	-	3,100.0	^	-	124	4
97	C I T Research Ltd	-	12,150.0	803.8	128.8	243	2
-	■ Intelliquest, Ltd.	-	-	0.0	0.0	-	-
-	* Halogen Enterprises Ltd	-	^	0.0	-	492	-779
-	■ Counterpoint (UK) Ltd	-	-	3.4	-	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	84.6	1,002.3	-	-
-	■ City Research Gp. PLC	-	^	87.7	36.0	391	-218

See sections 6 & 7 for Analysis Notes and Definitions

Total Debt/Net Worth

League Table Position	Recently Filed Accounts 00/01	Total Debt/Net Worth %			Total Debt £'000 99/00	Net Worth £'000 99/00
		99/00	98/99	97/98		
- * Euromonitor PLC	-	^	103.7	65.0	1,700	-159
- * Mobile Sensory Testing Srvcs. Ltd	-	-	201.5	^	-	-
- ■ Customer Satisfaction Surveys Ltd	-	^	304.9	392.0	208	-21
- ■ Public Attitude Surveys Ltd	-	^	1,201.0	7.6	7,623	-109
- * G F K GB Ltd	157.8	^	1,587.9	620.6	1,302	-253
- ■ Intl. Research Assocs. (UK) Ltd	-	^	^	119.2	393	-90
- * O.R.C. Intl. Ltd.	-	^	^	2,591.5	4,676	-765
- ■ Corporate Information Ltd	-	^	-	-	475	-121
- ■ Frost & Sullivan, Ltd	-	^	^	^	2,908	-2,033
- * I D C UK Ltd	-	^	^	^	6,931	-1,027
- * I M S Hldgs. (U.K.) Ltd	-	-	^	^	-	-
- ■ I R I Infoscan Ltd	-	^	^	^	42,065	-37,160
- * Infratest Burke Gp. Ltd	-	^	^	^	2,985	-1,099
- * Morpace Intl. Ltd.	-	^	^	^	1,317	-470
- * Netpoll Ltd	-	^	^	-	275	-528
- * Polk Europe Hldgs. Ltd	-	-	^	^	-	-
- ■ Quadrangle Research Ltd	-	^	^	^	1,362	-610
- ■ Quality Medical Field Ltd	-	-	-	-	-	12
- ■ Reflexions Market Research Ltd	-	-	-	-	-	43
- * T V Strategy Ltd.	-	^	^	-	1,049	-484
- * Taylor Nelson Sofres PLC	^	^	^	^	113,100	-42,300
- ■ The Research Department Ltd	-	^	^	^	1,521	-286
- ■ W.H.F. (Southern) Ltd	-	-	-	-	-	216
- * Xtreme Information Ltd	-	^	^	-	5,350	-2,370
Average of companies with 3 years data		365.5	550.6	1,664.8		
Total of companies selected					114,946	31,453
Average of companies with 3 years data		365.5	550.6	1,664.8		
Total of companies selected					114,946	31,453

Equity Gearing

League Table Position		Recently Filed Accounts	Equity Gearing %			Total Capital & Reserves	Total Liabilities
		00/01	99/00	98/99	97/98	£'000 99/00	£'000 99/00
MARKET RESEARCH AGENCIES							
1	* B M R B Intl. Ltd	630.6	932.1	728.8	773.5	83,497	8,958
2	N R G-Uk Ltd	-	390.0	326.0	227.7	1,209	310
3	Parker Tanner Woodham Ltd	115.3	243.6	277.2	190.6	207	85
4	■ Nion Ltd	-	208.0	61.1	-	364	175
5	Putnam Investments Ltd	440.4	166.6	201.7	109.1	11,111	6,670
6	Goldfarb Consultants UK Ltd	-	147.4	121.9	47.2	1,951	1,324
7	Network Research & Mktg. Ltd	-	132.6	147.1	51.2	558	421
8	Opinion Leader Research Ltd.	-	131.9	75.0	105.4	658	499
9	The Leadership Factor Ltd	-	125.0	58.6	67.5	516	413
10	Medicare Audits Ltd	-	124.3	82.5	77.0	3,739	3,010
11	Discovery Research Ltd	-	120.0	101.3	86.5	774	645
12	Research & Mktg. Ltd	-	119.0	98.2	60.0	301	253
13	Citigate D V L Smith Ltd	-	115.0	126.8	152.4	476	414
14	Millward Brown Precis Ltd	-	112.0	106.3	87.4	375	335
15	Sample Surveys Ltd	-	111.6	27.2	10.8	996	893
16	Roper Starch Worldwide Ltd	21.4	105.3	87.4	53.7	319	303
17	■ Pinder Fry & Benjamin Ltd	-	98.7	196.3	-	1,208	1,224
18	Andrew Irving Assocs. Ltd	-	98.2	73.1	46.5	109	111
19	■ Market Probe Europe Ltd	-	96.6	414.9	-	195	202
20	C S W Research Ltd	-	93.3	80.6	55.3	1,075	1,153
21	W.H.F. (Southern) Ltd	-	89.3	92.1	100.6	216	242
22	■ Corporate Information Ltd	-	85.1	-	-	879	1,033
23	Mathematical Market Research Ltd	-	83.0	63.2	63.7	725	874
24	Novaction (U.K.) Ltd	-	79.7	24.6	-1.0	157	197
25	Bus. & Market Research Ltd	83.1	78.8	75.0	64.3	1,862	2,365
26	* The Research Partnership Ltd.	-	77.5	111.7	-	478	617
27	Adelphi Intl. Research Ltd	-	76.1	21.0	38.1	1,321	1,736
28	Prognosis Ltd	-	75.9	38.4	13.2	110	145
29	Cragg Ross Dawson Ltd	-	75.8	110.9	77.8	253	334
30	Research Intl. Ltd	-	75.6	35.0	26.0	13,789	18,256
31	Wardle McLean Strategic Research Consultancy Ltd	176.1	75.3	75.0	51.0	268	356
32	Numbers Market Research Ltd	-	75.2	82.4	15.1	359	478
33	Bus. Development Research Consultants Ltd	-	73.1	58.2	68.4	1,034	1,415
34	Facts Intl. Ltd	84.3	70.7	47.1	43.9	399	565
35	Flamingo Research Ltd	-	69.3	84.4	91.3	548	791
36	* N O P Research Gp. Ltd	67.2	68.9	46.9	37.8	19,590	28,463
37	Ipsos Cati Centre Ltd	-	66.5	39.1	-38.1	392	590
38	* Eur. Digital Capital Ltd	-	65.2	75.7	227.6	536	823
39	Millward Brown Intl. Ltd	72.6	65.1	70.6	50.6	12,893	19,805
40	* Romtec PLC	-	64.2	90.6	78.6	1,002	1,561
41	Hallett Arendt Mktg. & Research Ltd	-	64.1	61.9	61.4	130	203
42	Petchey (Mgmt. & Finance) Ltd	-	61.3	33.1	17.6	277	452
43	Springboard Mktg. Ltd	-	56.7	39.6	46.3	90	159
44	Managing The Service Bus. Ltd	-	55.5	41.0	51.7	315	568
45	G F K Mktg. Svcs. Ltd	30.0	54.1	23.5	24.1	2,245	4,157
46	Outlook Research Ltd	99.0	54.0	49.2	18.2	135	250
47	Hauck Research Svcs. Ltd	-	53.5	72.4	109.9	1,463	2,737
48	* Bostock Mktg. Gp. Ltd	75.6	52.6	41.1	106.6	529	1,006
49	M B L Gp. PLC (The)	-	52.3	49.7	44.4	6,003	11,493
50	Context Research Intl. Ltd	-	51.9	52.1	30.9	235	453

Equity Gearing

League Table Position		Recently Filed Accounts	Equity Gearing			Total Capital & Reserves £'000 99/00	Total Liabilities £'000 99/00
			%				
			00/01	99/00	98/99		
51	Insight Medical Research Ltd	-	46.5	32.1	16.9	1,007	2,170
52	Conquest Research & Consultancy Ltd	-	45.9	51.1	38.0	263	573
53	Total Research Ltd	-	44.2	36.9	36.6	1,420	3,214
54	■ S G A Research Intl. Ltd	44.5	40.3	14.6	-	1,637	4,064
55	Infocorp Ltd	-	37.3	48.1	62.8	201	540
56	* Maritz. Trbi Ltd	-	35.2	47.9	51.7	1,769	5,038
57	V.A.Research Ltd	-	34.5	20.2	13.0	41	119
58	Produce Studies Ltd	-	32.3	18.5	3.5	529	1,642
59	* Sitel Europe Ltd	-	31.3	36.9	69.5	19,457	62,361
60	Accent Mktg. & Research Ltd	25.0	31.1	24.1	29.3	134	432
61	* The Gallup Organization Ltd	35.1	30.9	37.3	14.0	672	2,179
62	■ Ipsos Insight Ltd	-	30.9	10.4	-	104	337
63	I C M Research Ltd	-	29.5	23.0	21.5	428	1,453
64	* Ipsos UK Ltd	-	28.6	18.8	12.4	1,838	6,432
65	Carat Insight Ltd	-	28.4	10.0	-10.9	185	653
66	The Brattle Gp. Ltd	-	28.1	-3.3	-11.4	84	299
67	Consensus Research Intl. Ltd	37.9	27.7	36.2	27.2	130	471
68	Praxis Research & Consulting Ltd	-	26.7	106.3	42.4	299	1,124
69	■ The Bus. Advantage Gp. PLC	-	26.6	18.5	-	26	98
70	Strategic Mktg. & Research Consultants Ltd	-	24.6	45.4	32.5	40	163
71	* Xtreme Information Ltd	-	23.3	3.5	-18.0	1,668	7,169
72	Reflexions Market Research Ltd	-13.6	22.7	-23.8	-36.0	43	190
73	* Market & Opinion Research Intl. Ltd	22.0	22.1	28.5	50.3	2,089	9,483
74	Define Research & Mktg. Intl. PLC	60.7	22.0	2.1	3.1	60	273
75	F D S Market Research Hldgs. Ltd	-	21.9	16.3	9.9	204	935
76	Link Strategic Research UK Ltd	-	20.8	14.2	0.6	95	458
77	The Research Department Ltd	-	19.7	20.9	0.1	637	3,245
78	Mintel Intl. Gp. Ltd	-	18.8	15.6	17.1	1,151	6,136
79	Diagnostics Social & Market Research Ltd	-	17.1	19.9	15.9	151	887
80	Market Research Solutions Ltd	-	16.4	28.1	59.2	346	2,122
81	* Opinion Research Ltd	-	14.7	14.5	19.1	758	5,166
82	* Isis Research PLC	-	12.3	12.6	40.0	569	4,644
83	Albemarle Mktg. Research Ltd	-	12.1	2.1	-1.0	69	572
84	Flackett, Stevens & Assocts. Ltd	-	11.7	16.7	-2.2	87	746
85	Cram Intl. Ltd	-	10.8	16.6	16.5	80	744
86	I R B Intl. Ltd	-	10.4	2.1	72.1	116	1,125
87	I.F.F Research Ltd	-	10.3	28.2	34.9	141	1,374
88	Prescient Ltd	-	9.7	17.5	15.6	75	781
89	Intercam Ltd	-	9.0	8.1	7.1	59	656
90	* Taylor Nelson Sofres PLC	9.0	7.3	0.1	-5.0	19,700	270,300
91	Quality Medical Field Ltd	-	6.7	12.0	16.4	12	181
92	George Street Research Ltd	-	6.5	3.4	3.3	28	432
93	Taylor Nelson Sofres Gp. Ltd	-	6.2	10.7	3.2	5,053	82,507
94	■ S M C Field Mktg. Ltd	-	5.9	-	-	14	240
95	* O.R.C. Intl. Ltd.	-	5.2	5.9	3.0	341	6,686
96	Added Value Ltd	-	5.0	28.4	25.8	188	3,776
97	■ M X Promotions Ltd	-	3.8	11.0	-	13	350
98	Specialist Field Resources Ltd	-	3.2	0.3	524.0	16	509
99	Maxis Research Ltd	-	2.2	-47.6	-37.6	4	183
100	* P W Market Research Gp. Ltd	-	2.0	3.8	22.5	26	1,347
101	C I T Research Ltd	-	0.8	9.3	41.1	2	278
102	* Market Tracking Intl. Ltd	188.8	0.5	0.6	-20.1	2	465

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Equity Gearing

League Table Position		Recently Filed Accounts 00/01	Equity Gearing		Total Capital & Reserves £'000 99/00	Total Liabilities £'000 99/00	
			%				
			99/00	98/99			97/98
103	Directions (Research & Mktg.) Ltd	0.8	0.4	12.3	5.1	1	269
104	Public Attitude Surveys Ltd	-	-1.0	2.8	5.9	-109	10,068
105	* Euromonitor PLC	-	-4.7	49.6	68.8	-159	3,338
106	Customer Satisfaction Surveys Ltd	-	-8.2	15.9	11.2	-21	256
107	Intl. Research Assocs. (UK) Ltd	-	-9.2	-7.0	26.7	-90	975
108	* I D C UK Ltd	-	-9.5	-18.9	-24.2	-1,027	10,716
109	* G F K GB Ltd	26.7	-11.5	3.0	6.0	-253	2,196
110	* Infratest Burke Gp. Ltd	-	-12.0	-10.0	-8.8	-1,099	9,089
111	* T V Strategy Ltd.	-	-20.2	10.3	-	-292	1,442
112	City Research Gp. PLC	-	-21.2	14.2	54.5	-218	1,024
113	* Morpace Intl. Ltd.	-	-24.0	-16.2	-27.9	-460	1,913
114	Frost & Sullivan, Ltd	-	-35.4	-40.1	-40.4	-2,020	5,701
115	Quadrangle Research Ltd	-	-38.7	-7.6	-2.5	-610	1,576
116	* Halogen Enterprises Ltd	-	-43.0	61.8	77.1	-779	1,808
117	* Netpoll Ltd	-	-63.2	-29.9	62.6	-528	835
118	I R I Infoscan Ltd	-	-74.6	-81.1	-75.3	-37,135	49,761
-	■ Benchmark Research Ltd	-	^	836.9	298.1	185	0
-	■ Intelliquest, Ltd.	-	-	257.4	295.0	-	-
-	■ Counterpoint (UK) Ltd	-	-	64.2	-	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	29.3	5.0	-	-
-	* Mobile Sensory Testing Srvcs. Ltd	29.2	-	18.1	-4.0	-	-
-	* Polk Europe Hldgs. Ltd	-	-	16.9	-10.8	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	-21.6	-3.4	-	-
-	■ The Research Bus. Intl. Ltd	-	^	-	-	64	0
Average of companies with 3 years data			15.6	11.6	5.7		
Total of companies selected						42,954	276,053
Average of companies with 3 years data			15.6	11.6	5.7		
Total of companies selected						42,954	276,053

Income Gearing (Interest Cover)

League Table Position		Recently Filed Accounts 00/01	Income Gearing (Interest Cover) %			Interest Paid £'000 99/00	Pre-Interest Profit £'000 99/00
			99/00	98/99	97/98		
MARKET RESEARCH AGENCIES							
1	C S W Research Ltd	-	0.0	0.0	0.0	0	402
2	Cragg Ross Dawson Ltd	-	0.0	0.0	0.0	0	203
3	Flackett, Stevens & Assocs. Ltd	-	0.0	0.0	0.0	0	491
4	G F K Mktg. Svcs. Ltd	0.0	0.0	0.0	0.0	0	1,703
5	Intercam Ltd	-	0.0	0.0	0.0	0	14
6	Millward Brown Intl. Ltd	0.0	0.0	0.0	0.0	0	8,563
7	Mintel Intl. Gp. Ltd	-	0.0	0.0	0.0	0	1,243
8	Putnam Investments Ltd	0.0	0.0	0.0	0.0	0	6,876
9	* Romtec PLC	-	0.0	0.0	0.0	0	331
10	Specialist Field Resources Ltd	-	0.0	0.0	0.0	0	809
11	The Leadership Factor Ltd	-	0.0	0.0	0.0	0	307
12	Prognosis Ltd	-	0.0	0.0	0.3	0	282
13	Frost & Sullivan, Ltd	-	0.0	0.0	0.6	0	193
14	■ Goldfarb Consultants UK Ltd	-	0.0	0.0	-	0	263
15	■ Ipsos Cati Centre Ltd	-	0.0	0.0	-	0	282
16	■ Ipsos Insight Ltd	-	0.0	0.0	-	0	102
17	■ Pinder Fry & Benjamin Ltd	-	0.0	0.0	-	0	2,421
18	■ The Bus. Advantage Gp. PLC	-	0.0	0.0	-	0	11
19	* The Research Partnership Ltd.	-	0.0	0.0	-	0	250
20	I C M Research Ltd	-	0.0	0.3	1.7	0	551
21	■ S G A Research Intl. Ltd	0.0	0.0	0.3	-	0	758
22	N R G-Uk Ltd	-	0.0	0.6	0.9	0	240
23	Network Research & Mktg. Ltd	-	0.0	0.9	0.0	0	108
24	Numbers Market Research Ltd	-	0.0	1.9	1.8	0	309
25	Hallett Arendt Mktg. & Research Ltd	-	0.0	2.6	0.0	0	38
26	■ Praxis Research & Consulting Ltd	-	0.0	^	0.0	0	269
27	■ Market Probe Europe Ltd	-	0.0	^	-	0	103
28	■ Maxis Research Ltd	-	0.0	^	-	0	84
29	■ Outlook Research Ltd	0.0	0.0	-	-	0	117
30	■ S M C Field Mktg. Ltd	-	0.0	-	-	0	13
31	■ The Brattle Gp. Ltd	-	0.0	^	-	0	117
32	Taylor Nelson Sofres Gp. Ltd	-	0.1	0.4	0.0	9	15,806
33	■ Opinion Leader Research Ltd.	-	0.2	0.0	-	1	702
34	* I D C UK Ltd	-	0.2	1.0	0.1	1	544
35	■ Bus. Development Research Consultants Ltd	-	0.4	0.4	-	1	259
36	Novaction (U.K.) Ltd	-	0.7	1.4	5.9	1	146
37	Wardle McLean Strategic Research Consultancy Ltd	0.0	0.7	2.0	2.6	1	163
38	Research Intl. Ltd	-	0.8	0.1	0.9	40	5,199
39	* N O P Research Gp. Ltd	0.0	0.8	0.1	1.0	44	6,045
40	Insight Medical Research Ltd	-	0.9	0.4	0.4	2	234
41	Discovery Research Ltd	-	1.0	3.0	3.3	3	324
42	Adelphi Intl. Research Ltd	-	1.2	0.5	0.5	12	1,017
43	* B M R B Intl. Ltd	0.4	1.4	0.0	0.0	62	4,679
44	■ Conquest Research & Consultancy Ltd	-	1.6	1.1	-	2	129
45	Carat Insight Ltd	-	1.6	2.0	50.0	3	200
46	Roper Starch Worldwide Ltd	1.9	1.8	0.6	1.0	2	114
47	Facts Intl. Ltd	1.1	2.0	2.0	3.3	4	202
48	Medicare Audits Ltd	-	2.2	4.2	2.0	36	1,652
49	Sample Surveys Ltd	-	2.7	9.5	32.6	19	725
50	Hauck Research Svcs. Ltd	-	2.8	0.0	0.0	18	665

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Income Gearing (Interest Cover)

League Table Position		Recently Filed Accounts 00/01	Income Gearing (Interest Cover) %			Interest Paid £'000 99/00	Pre-Interest Profit £'000 99/00
			99/00	98/99	97/98		
51	The Research Department Ltd	-	2.9	2.6	6.1	18	624
52	* Ipsos UK Ltd	-	3.0	5.4	19.9	48	1,633
53	Directions (Research & Mktg.) Ltd	2.4	3.5	3.9	2.4	5	145
54	M B L Gp. PLC (The)	-	3.8	1.2	1.6	71	1,901
55	Citigate D V L Smith Ltd	-	3.8	5.5	1.2	5	134
56	Flamingo Research Ltd	-	3.9	5.5	1.3	6	156
57	Produce Studies Ltd	-	4.0	20.2	55.7	12	301
58	■ Parker Tanner Woodham Ltd	3.2	4.3	2.9	-	3	70
59	Link Strategic Research UK Ltd	-	4.6	3.6	40.0	4	87
60	Andrew Irving Assocts. Ltd	-	4.7	9.7	23.6	2	43
61	I R B Intl. Ltd	-	5.4	4.4	0.0	5	94
62	■ Springboard Mktg. Ltd	-	5.9	^	9.4	1	17
63	■ Prescient Ltd	-	6.1	9.6	-	22	365
64	■ Corporate Information Ltd	-	6.1	-	-	51	843
65	■ Mathematical Market Research Ltd	-	7.2	12.4	-	17	237
66	■ Define Research & Mktg. Intl. PLC	2.8	8.0	80.0	^	6	75
67	Research & Mktg. Ltd	-	8.9	5.5	7.5	4	45
68	Managing The Service Bus. Ltd	-	9.1	8.7	7.2	7	77
69	■ Context Research Intl. Ltd	-	9.4	39.4	^	10	107
70	* Taylor Nelson Sofres PLC	21.2	9.6	12.2	4.0	3,300	34,400
71	Diagnostics Social & Market Research Ltd	-	9.7	12.5	14.3	24	249
72	Cram Intl. Ltd	-	9.8	15.0	28.6	8	82
73	Accent Mktg. & Research Ltd	8.2	10.3	19.2	21.7	4	39
74	V.A.Research Ltd	-	11.8	66.7	0.0	2	17
75	Total Research Ltd	-	16.0	14.8	13.7	63	396
76	F D S Market Research Hldgs. Ltd	-	18.0	22.6	18.8	18	100
77	■ The Research Bus. Intl. Ltd	-	19.3	-	-	22	114
78	* Market & Opinion Research Intl. Ltd	1.0	19.6	^	13.5	181	925
79	Infocorp Ltd	-	20.5	1.8	3.4	9	44
80	George Street Research Ltd	-	21.7	250.0	66.7	8	37
81	Bus. & Market Research Ltd	9.4	30.1	23.5	41.3	97	323
82	■ I.F.F Research Ltd	-	30.6	^	4.6	11	36
83	* Isis Research PLC	-	57.9	^	0.2	33	57
84	Added Value Ltd	-	61.2	14.4	11.2	66	108
85	* O.R.C. Intl. Ltd.	-	77.1	62.2	38.2	228	296
86	* Bostock Mktg. Gp. Ltd	6.2	89.5	-	-	17	19
87	* The Gallup Organization Ltd	^	133.4	16.8	^	40	30
88	* P W Market Research Gp. Ltd	-	166.7	18.3	22.4	25	15
89	* Sitel Europe Ltd	-	346.1	^	7.7	1,820	526
90	* Infratest Burke Gp. Ltd	-	519.7	25.2	14.7	212	41
-	■ Interactive Market Systems (UK) Ltd	-	-	0.0	0.0	-	-
-	* Maritz. Trbi Ltd	-	^	0.0	0.2	37	-44
-	■ Public Attitude Surveys Ltd	-	^	0.0	3.0	0	-172
-	■ Intelliquest, Ltd.	-	-	0.0	4.6	-	-
-	■ Counterpoint (UK) Ltd	-	-	0.0	-	-	-
-	■ Consensus Research Intl. Ltd	22.3	^	4.2	7.6	1	-52
-	* Market Tracking Intl. Ltd	0.0	^	7.8	^	0	-3
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	14.2	8.6	-	-
-	* Opinion Research Ltd	-	^	15.6	^	47	-376
-	■ Market Research Solutions Ltd	-	^	18.5	4.4	59	-25
-	■ Strategic Mktg. & Research Consultants Ltd	-	^	31.9	-	5	-18
-	* Halogen Enterprises Ltd	-	^	59.2	-	88	-966

See sections 6 & 7 for Analysis Notes and Definitions

Income Gearing (Interest Cover)

League Table Position	Recently Filed Accounts	Income Gearing (Interest Cover)			Interest	Pre-Interest
		%			Paid	Profit
		00/01	99/00	98/99	97/98	£'000 99/00
- * Morpace Intl. Ltd.	-	^	74.7	^	90	-104
- ■ Customer Satisfaction Surveys Ltd	-	^	100.0	20.9	0	-82
- * Euromonitor PLC	-	^	171.8	22.3	121	-595
- ■ Benchmark Research Ltd	-	^	^	0.0	0	-179
- * G F K GB Ltd	^	^	^	0.0	0	-429
- ■ C I T Research Ltd	-	^	^	1.4	1	-25
- ■ City Research Gp. PLC	-	^	^	19.8	15	-300
- ■ Intl. Research Assocs. (UK) Ltd	-	^	^	44.9	17	-141
- * I M S Hldgs. (U.K.) Ltd	-	-	^	156.2	-	-
- ■ Albemarle Mktg. Research Ltd	-	-	-	^	-	-
- * Eur. Digital Capital Ltd	-	-	-	-	-	-
- ■ I R I Infoscan Ltd	-	^	^	^	282	-2,035
- ■ M X Promotions Ltd	-	-	-	-	-	-
- ■ Millward Brown Preciis Ltd	-	-	-	-	-	-
- * Netpoll Ltd	-	^	^	-	6	-422
- ■ Nion Ltd	-	-	-	-	-	-
- ■ Petchey (Mgmt. & Finance) Ltd	-	-	-	-	-	-
- * Polk Europe Hldgs. Ltd	-	-	^	^	-	-
- ■ Quadrangle Research Ltd	-	^	^	^	0	-545
- ■ Quality Medical Field Ltd	-	-	-	-	-	-
- ■ Reflexions Market Research Ltd	-	-	-	-	-	-
- * T V Strategy Ltd.	-	^	^	-	1	-409
- ■ W.H.F. (Southern) Ltd	-	-	-	-	-	-
- * Xtreme Information Ltd	-	^	^	-	122	-833
Average of companies with 3 years data		2.0	2.6	2.3		
Total of companies selected					990	50,729
Average of companies with 3 years data		2.0	2.6	2.3		
Total of companies selected					990	50,729

Pay per Employee

League Table Position		Recently	Pay per Employee			Employee	Number of
		Filed	£			Pay	Employees
		Accounts				£'000	
		00/01	99/00	98/99	97/98	99/00	99/00
MARKET RESEARCH AGENCIES							
1	N R G-Uk Ltd	-	84,333	62,333	65,667	506	6
2	Putnam Investments Ltd	52,800	73,857	73,143	64,750	1,034	14
3	* Halogen Enterprises Ltd	-	62,246	36,870	-	1,618	26
4	Flamingo Research Ltd	-	54,267	42,733	27,200	814	15
5	* O.R.C. Intl. Ltd.	-	48,412	40,490	47,522	4,938	102
6	Opinion Leader Research Ltd.	-	48,375	27,596	24,125	774	16
7	■ Pinder Fry & Benjamin Ltd	-	47,000	7,000	-	235	5
8	Bus. Development Research Consultants Ltd	-	46,789	53,579	50,563	889	19
9	* I D C UK Ltd	-	46,573	47,759	26,495	4,471	96
10	Carat Insight Ltd	-	45,313	45,133	46,000	725	16
11	■ The Research Bus. Intl. Ltd	-	43,705	-	-	3,846	88
12	Diagnostics Social & Market Research Ltd	-	41,462	41,462	38,167	539	13
13	■ Corporate Information Ltd	-	40,364	-	-	444	11
14	■ Citigate D V L Smith Ltd	-	40,273	41,400	-	886	22
15	Hauck Research Srvcs. Ltd	-	39,293	32,346	33,451	3,222	82
16	Context Research Intl. Ltd	-	38,385	35,200	30,550	499	13
17	Goldfarb Consultants UK Ltd	-	37,111	29,208	31,588	668	18
18	Quality Medical Field Ltd	-	36,667	43,500	39,500	110	3
19	Managing The Service Bus. Ltd	-	36,250	33,783	37,000	870	24
20	Outlook Research Ltd	-	34,286	41,800	34,667	240	7
21	Link Strategic Research UK Ltd	-	33,733	32,167	22,503	506	15
22	■ The Brattle Gp. Ltd	-	33,000	16,800	-	165	5
23	Wardle McLean Strategic Research Consultancy Ltd	50,143	31,600	36,833	12,587	316	10
24	* Infratest Burke Gp. Ltd	-	31,175	32,904	21,571	6,079	195
25	Taylor Nelson Sofres Gp. Ltd	-	30,754	27,041	26,433	34,168	1,111
26	* N O P Research Gp. Ltd	32,875	30,020	28,938	27,991	17,742	591
27	Consensus Research Intl. Ltd	30,364	29,909	27,522	26,050	658	22
28	Research Intl. Ltd	-	29,401	31,919	32,579	12,760	434
29	Insight Medical Research Ltd	-	29,392	32,907	25,988	2,175	74
30	■ Nion Ltd	-	29,343	30,903	-	469	16
31	* G F K GB Ltd	34,417	29,156	23,931	24,000	933	32
32	* Maritz. Trbi Ltd	-	29,071	28,406	29,705	6,134	211
33	City Research Gp. PLC	-	28,778	33,793	28,964	950	33
34	Added Value Ltd	-	28,736	38,793	37,397	3,161	110
35	Directions (Research & Mktg.) Ltd	44,250	28,625	28,429	44,889	229	8
36	* P W Market Research Gp. Ltd	-	28,514	31,827	23,077	1,055	37
37	Adelphi Intl. Research Ltd	-	28,421	31,778	30,111	1,108	39
38	Numbers Market Research Ltd	-	28,400	22,700	21,800	284	10
39	Albemarle Mktg. Research Ltd	-	27,636	24,727	27,600	304	11
40	■ S G A Research Intl. Ltd	26,686	27,611	26,881	-	994	36
41	Frost & Sullivan, Ltd	-	26,659	24,896	19,056	4,692	176
42	Maxis Research Ltd	-	26,500	17,600	16,200	159	6
43	■ Millward Brown Precis Ltd	-	26,267	22,875	-	630	24
44	* Isis Research PLC	-	25,760	28,782	32,511	4,714	183
45	I R B Intl. Ltd	-	25,455	23,168	2,973	560	22
46	* B M R B Intl. Ltd	27,750	25,299	24,556	22,134	9,740	385
47	The Research Department Ltd	-	25,259	26,024	26,735	1,364	54
48	* Opinion Research Ltd	-	25,017	27,647	27,139	3,002	120
49	I R I Infoscan Ltd	-	23,704	20,869	25,245	7,206	304
50	■ Customer Satisfaction Surveys Ltd	-	23,091	35,375	-	254	11

See sections 6 & 7 for Analysis Notes and Definitions

Pay per Employee

League Table Position		Recently Filed Accounts 00/01	Pay per Employee £			Employee Pay £'000 99/00	Number of Employees 99/00
			99/00	98/99	97/98		
51	■ W.H.F. (Southern) Ltd	-	22,737	20,647	-	432	19
52	Intl. Research Assocs. (UK) Ltd	-	22,171	27,000	22,282	776	35
53	* Euromonitor PLC	-	21,987	22,637	21,991	3,342	152
54	* Taylor Nelson Sofres PLC	20,126	21,935	23,106	22,061	122,900	5,603
55	G F K Mktg. Svcs. Ltd	25,181	21,932	20,193	18,921	4,540	207
56	Produce Studies Ltd	-	21,876	25,667	25,360	1,947	89
57	Novaction (U.K.) Ltd	-	21,250	17,200	13,500	340	16
58	Market Research Solutions Ltd	-	20,836	18,509	18,830	1,146	55
59	■ Mathematical Market Research Ltd	-	20,149	17,860	-	947	47
60	Mintel Intl. Gp. Ltd	-	20,061	20,804	24,024	2,307	115
61	Bus. & Market Research Ltd	20,181	19,613	17,435	16,266	2,079	106
62	* Market & Opinion Research Intl. Ltd	28,126	19,580	18,020	18,472	7,362	376
63	Medicare Audits Ltd	-	19,163	16,469	15,076	3,066	160
64	Petchey (Mgmt. & Finance) Ltd	-	18,879	14,733	20,875	623	33
65	C I T Research Ltd	-	18,615	17,550	16,400	242	13
66	Facts Intl. Ltd	18,763	18,467	20,958	3,535	554	30
67	* Xtreme Information Ltd	-	17,885	19,329	24,462	4,060	227
68	* Ipsos UK Ltd	-	17,423	19,629	19,220	7,875	452
69	* The Gallup Organization Ltd	24,208	17,155	18,184	17,137	3,774	220
70	Flackett, Stevens & Assocs. Ltd	-	16,800	14,929	15,462	252	15
71	* Morpace Intl. Ltd.	-	16,420	14,032	36,432	1,330	81
72	I.F.F Research Ltd	-	15,651	15,774	15,641	1,299	83
73	* Sitel Europe Ltd	-	15,415	14,367	14,615	60,934	3,953
74	■ Market Probe Europe Ltd	-	14,947	4,898	-	568	38
75	* Romtec PLC	-	12,778	13,894	12,932	2,019	158
76	* Bostock Mktg. Gp. Ltd	12,860	12,583	10,570	12,192	1,963	156
77	■ The Bus. Advantage Gp. PLC	-	12,450	14,123	-	249	20
78	Total Research Ltd	-	11,689	11,287	28,273	1,952	167
79	* Netpoll Ltd	-	10,739	19,833	667	247	23
80	M B L Gp. PLC (The)	-	10,256	9,402	11,417	10,666	1,040
81	* Eur. Digital Capital Ltd	-	9,000	9,000	9,000	18	2
82	Millward Brown Intl. Ltd	9,465	8,684	8,781	8,250	22,952	2,643
83	C S W Research Ltd	-	7,786	7,870	2,783	2,686	345
84	The Leadership Factor Ltd	-	6,754	9,163	10,375	466	69
85	Network Research & Mktg. Ltd	-	6,690	9,778	9,676	1,057	158
86	Public Attitude Surveys Ltd	-	4,817	5,064	16,656	2,307	479
87	F D S Market Research Hldgs. Ltd	-	4,706	5,872	9,233	2,353	500
88	■ S M C Field Mktg. Ltd	-	3,774	-	-	279	74
-	■ Interactive Market Systems (UK) Ltd	-	-	35,500	33,471	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	32,688	27,219	-	-
-	* Polk Europe Hldgs. Ltd	-	-	29,932	16,780	-	-
-	* Market Tracking Intl. Ltd	-	-	21,033	16,219	-	-
-	■ V.A.Research Ltd	-	-	17,167	16,000	-	-
-	■ Hallett Arendt Mktg. & Research Ltd	-	-	15,091	11,364	-	-
-	■ Counterpoint (UK) Ltd	-	-	12,067	-	-	-
-	■ Intelliquist, Ltd.	-	-	9,982	14,548	-	-
-	■ Roper Starch Worldwide Ltd	-	-	-	31,250	-	-
-	■ Parker Tanner Woodham Ltd	-	-	-	16,833	-	-
-	■ Accent Mktg. & Research Ltd	-	-	-	-	-	-
-	■ Andrew Irving Assocs. Ltd	-	-	-	-	-	-
-	■ Benchmark Research Ltd	-	-	-	-	-	-
-	■ Conquest Research & Consultancy Ltd	-	-	-	-	-	-

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Pay per Employee

League Table Position	Recently Filed Accounts	Pay per Employee £			Employee Pay £'000 99/00	Number of Employees 99/00
		99/00	98/99	97/98		
		00/01	99/00	98/99	97/98	99/00
- ■ Cragg Ross Dawson Ltd	-	-	-	-	-	-
- ■ Cram Intl. Ltd	-	-	-	-	-	-
- ■ Define Research & Mktg. Intl. PLC	-	-	-	-	-	-
- ■ Discovery Research Ltd	-	-	-	-	-	-
- ■ George Street Research Ltd	-	-	-	-	-	-
- ■ I C M Research Ltd	-	-	-	-	451	-
- ■ Infocorp Ltd	-	-	-	-	-	-
- ■ Intercam Ltd	-	-	-	-	-	-
- ■ Ipsos Cati Centre Ltd	-	-	-	-	-	-
- ■ Ipsos Insight Ltd	-	-	-	-	-	-
- ■ M X Promotions Ltd	-	-	-	-	-	-
- * Mobile Sensory Testing Srvcs. Ltd	-	-	-	-	-	-
- ■ Praxis Research & Consulting Ltd	-	-	-	-	-	-
- ■ Prescient Ltd	-	-	-	-	-	-
- ■ Prognosis Ltd	-	-	-	-	-	-
- ■ Quadrangle Research Ltd	-	-	-	-	-	-
- ■ Reflexions Market Research Ltd	-	-	-	-	-	-
- ■ Research & Mktg. Ltd	-	-	-	-	-	-
- ■ Sample Surveys Ltd	-	-	-	-	1,721	-
- ■ Specialist Field Resources Ltd	-	-	-	-	-	2
- ■ Springboard Mktg. Ltd	-	-	-	-	-	-
- ■ Strategic Mktg. & Research Consultants Ltd	-	-	-	-	-	-
- * T V Strategy Ltd.	-	-	-	-	-	-
- * The Research Partnership Ltd.	-	-	-	-	-	-
Average of companies with 3 years data		16,046	15,844	15,538		
Total of companies selected					145,100	9,043
Average of companies with 3 years data		16,046	15,844	15,538		
Total of companies selected					145,100	9,043

Sales per Employee

League Table Position		Recently	Sales per Employee			Sales	Number of
		Filed	£'000			£'000	Employees
		Accounts 00/01	99/00	98/99	97/98	99/00	99/00
MARKET RESEARCH AGENCIES							
1	Specialist Field Resources Ltd	-	3,759	3,266	3,569	7,518	2
2	Putnam Investments Ltd	1,425	2,620	1,529	1,178	36,680	14
3	* Eur. Digital Capital Ltd	-	908	461	119	1,815	2
4	■ Pinder Fry & Benjamin Ltd	-	761	127	-	3,803	5
5	N R G-Uk Ltd	-	391	387	406	2,348	6
6	* I D C UK Ltd	-	333	310	137	32,012	96
7	Goldfarb Consultants UK Ltd	-	259	183	319	4,656	18
8	■ S G A Research Intl. Ltd	191	214	257	-	7,691	36
9	The Brattle Gp. Ltd	-	212	120	115	1,059	5
10	Quality Medical Field Ltd	-	209	264	225	627	3
11	Bus. Development Research Consultants Ltd	-	209	185	187	3,976	19
12	Flamingo Research Ltd	-	194	177	133	2,903	15
13	Adelphi Intl. Research Ltd	-	172	164	173	6,703	39
14	■ The Research Bus. Intl. Ltd	-	170	-	-	15,001	88
15	Diagnostics Social & Market Research Ltd	-	169	162	145	2,201	13
16	Opinion Leader Research Ltd.	-	161	132	140	2,570	16
17	■ Corporate Information Ltd	-	160	-	-	1,760	11
18	* G F K GB Ltd	139	147	146	160	4,707	32
19	Numbers Market Research Ltd	-	145	90	83	1,453	10
20	Link Strategic Research UK Ltd	-	143	128	88	2,142	15
21	I R B Intl. Ltd	-	143	92	5	3,151	22
22	Research Intl. Ltd	-	140	149	128	60,558	434
23	Managing The Service Bus. Ltd	-	136	124	102	3,273	24
24	■ Citigate D V L Smith Ltd	-	135	124	-	2,965	22
25	Outlook Research Ltd	-	127	187	157	890	7
26	Carat Insight Ltd	-	125	112	89	2,001	16
27	Context Research Intl. Ltd	-	124	112	88	1,615	13
28	* N O P Research Gp. Ltd	119	122	116	111	71,933	591
29	* Halogen Enterprises Ltd	-	121	95	-	3,142	26
30	* Opinion Research Ltd	-	116	109	83	13,909	120
31	* Maritz. Trbi Ltd	-	113	106	109	23,879	211
32	* P W Market Research Gp. Ltd	-	109	96	76	4,042	37
33	Maxis Research Ltd	-	108	62	58	647	6
34	Added Value Ltd	-	103	120	115	11,276	110
35	Wardle McLean Strategic Research Consultancy Ltd	157	101	119	31	1,008	10
36	Albemarle Mktg. Research Ltd	-	100	92	105	1,104	11
37	■ Customer Satisfaction Surveys Ltd	-	97	105	-	1,071	11
38	* B M R B Intl. Ltd	95	95	92	87	36,684	385
39	Hauck Research Srvcs. Ltd	-	95	68	82	7,760	82
40	* O.R.C. Intl. Ltd.	-	94	83	93	9,537	102
41	Consensus Research Intl. Ltd	87	90	91	76	1,978	22
42	Flackett, Stevens & ASSOCTS. Ltd	-	88	88	80	1,314	15
43	Taylor Nelson Sofres Gp. Ltd	-	87	77	80	96,554	1,111
44	■ W.H.F. (Southern) Ltd	-	85	83	-	1,622	19
45	Facts Intl. Ltd	75	84	83	9	2,511	30
46	Mintel Intl. Gp. Ltd	-	79	72	75	9,078	115
47	Directions (Research & Mktg.) Ltd	128	78	113	119	626	8
48	City Research Gp. PLC	-	78	93	94	2,564	33
49	Insight Medical Research Ltd	-	78	88	63	5,771	74
50	■ Millward Brown Precis Ltd	-	78	73	-	1,861	24

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Sales per Employee

League Table Position		Recently	Sales per Employee			Sales	Number of
		Filed	£'000			£'000	Employees
		Accounts					
		00/01	99/00	98/99	97/98	99/00	99/00
51	* Infratest Burke Gp. Ltd	-	76	97	66	14,750	195
52	Intl. Research Assocs. (UK) Ltd	-	73	85	82	2,567	35
53	Frost & Sullivan, Ltd	-	73	75	64	12,910	176
54	Novaction (U.K.) Ltd	-	73	56	88	1,170	16
55	I R I Infoscan Ltd	-	73	56	58	22,080	304
56	* Ipsos UK Ltd	-	72	66	67	32,476	452
57	* Isis Research PLC	-	69	86	96	12,683	183
58	Produce Studies Ltd	-	69	86	74	6,156	89
59	The Research Department Ltd	-	68	74	77	3,667	54
60	* Taylor Nelson Sofres PLC	67	68	71	72	380,900	5,603
61	■ Nion Ltd	-	66	75	-	1,064	16
62	Petchey (Mgmt. & Finance) Ltd	-	65	52	129	2,147	33
63	■ Mathematical Market Research Ltd	-	63	59	-	2,962	47
64	G F K Mktg. Srvc. Ltd	61	62	60	59	12,886	207
65	* Market & Opinion Research Intl. Ltd	101	56	57	61	21,230	376
66	Market Research Solutions Ltd	-	55	72	71	3,020	55
67	Total Research Ltd	-	55	51	118	9,238	167
68	* Euromonitor PLC	-	54	61	62	8,268	152
69	Bus. & Market Research Ltd	61	52	60	58	5,515	106
70	Medicare Audits Ltd	-	51	44	48	8,129	160
71	* Morpace Intl. Ltd.	-	45	52	138	3,646	81
72	* Xtreme Information Ltd	-	43	28	5	9,737	227
73	C I T Research Ltd	-	42	42	54	551	13
74	M B L Gp. PLC (The)	-	36	31	41	37,238	1,040
75	* Netpoll Ltd	-	35	64	7	806	23
76	* The Gallup Organization Ltd	52	34	33	31	7,436	220
77	* Sitel Europe Ltd	-	31	29	35	123,448	3,953
78	■ Market Probe Europe Ltd	-	29	8	-	1,116	38
79	■ The Bus. Advantage Gp. PLC	-	27	30	-	542	20
80	* Romtec PLC	-	26	28	26	4,101	158
81	* Bostock Mktg. Gp. Ltd	26	23	19	24	3,597	156
82	Millward Brown Intl. Ltd	25	22	22	20	58,397	2,643
83	I.F.F Research Ltd	-	20	30	36	1,656	83
84	The Leadership Factor Ltd	-	17	24	39	1,201	69
85	C S W Research Ltd	-	15	15	15	5,143	345
86	Network Research & Mktg. Ltd	-	13	20	18	2,026	158
87	Public Attitude Surveys Ltd	-	13	18	51	6,264	479
88	■ S M C Field Mktg. Ltd	-	13	-	-	990	74
89	F D S Market Research Hldgs. Ltd	-	10	13	24	4,779	500
-	■ V.A.Research Ltd	-	-	124	119	1,198	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	124	114	-	-
-	* Polk Europe Hldgs. Ltd	-	-	77	35	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	76	72	-	-
-	■ Hallett Arendt Mktg. & Research Ltd	-	-	61	66	710	-
-	■ Counterpoint (UK) Ltd	-	-	44	-	-	-
-	* Market Tracking Intl. Ltd	-	-	32	24	1,102	-
-	■ Intelliquest, Ltd.	-	-	21	34	-	-
-	■ Roper Starch Worldwide Ltd	-	-	-	136	1,697	-
-	■ Parker Tanner Woodham Ltd	-	-	-	86	544	-
-	■ Accent Mktg. & Research Ltd	-	-	-	-	1,645	-
-	■ Andrew Irving Assocs. Ltd	-	-	-	-	591	-
-	■ Benchmark Research Ltd	-	-	-	-	1,008	-

See sections 6 & 7 for Analysis Notes and Definitions

Sales per Employee

League Table Position	Recently Filed Accounts	Sales per Employee			Sales	Number of Employees
		£'000				
		00/01	99/00	98/99		
- ■ Conquest Research & Consultancy Ltd	-	-	-	-	3,146	-
- ■ Cragg Ross Dawson Ltd	-	-	-	-	1,258	-
- ■ Cram Intl. Ltd	-	-	-	-	2,424	-
- ■ Define Research & Mktg. Intl. PLC	-	-	-	-	1,173	-
- ■ Discovery Research Ltd	-	-	-	-	2,359	-
- ■ George Street Research Ltd	-	-	-	-	579	-
- ■ I C M Research Ltd	-	-	-	-	4,116	-
- ■ Infocorp Ltd	-	-	-	-	2,107	-
- ■ Intercam Ltd	-	-	-	-	1,070	-
- ■ Ipsos Cati Centre Ltd	-	-	-	-	2,047	-
- ■ Ipsos Insight Ltd	-	-	-	-	1,274	-
- ■ M X Promotions Ltd	-	-	-	-	903	-
- * Mobile Sensory Testing Srvcs. Ltd	-	-	-	-	-	-
- ■ Praxis Research & Consulting Ltd	-	-	-	-	1,489	-
- ■ Prescient Ltd	-	-	-	-	1,792	-
- ■ Prognosis Ltd	-	-	-	-	1,015	-
- ■ Quadrangle Research Ltd	-	-	-	-	1,131	-
- ■ Reflexions Market Research Ltd	-	-	-	-	933	-
- ■ Research & Mktg. Ltd	-	-	-	-	1,843	-
- ■ Sample Surveys Ltd	-	-	-	-	5,452	-
- ■ Springboard Mktg. Ltd	-	-	-	-	746	-
- ■ Strategic Mktg. & Research Consultants Ltd	-	-	-	-	546	-
- * T V Strategy Ltd.	-	-	-	-	1,992	-
- * The Research Partnership Ltd.	-	-	-	-	1,580	-
Average of companies with 3 years data		55	52	51		
Total of companies selected					495,254	9,050
Average of companies with 3 years data		55	52	51		
Total of companies selected					495,254	9,050

Capital Employed per Employee

League Table Position		Recently Filed Accounts 00/01	Capital Employed £'000 99/00	per Employee £'000 98/99	per Employee £'000 97/98	Capital Employed £'000 99/00	Number of Employees 99/00
MARKET RESEARCH AGENCIES							
1	Putnam Investments Ltd	741	804	462	305	11,256	14
2	* Eur. Digital Capital Ltd	-	268	216	165	536	2
3	■ Pinder Fry & Benjamin Ltd	-	242	79	-	1,208	5
4	* B M R B Intl. Ltd	204	217	240	228	83,630	385
5	N R G-Uk Ltd	-	202	174	151	1,209	6
6	■ Corporate Information Ltd	-	118	-	-	1,298	11
7	Goldfarb Consultants UK Ltd	-	108	64	68	1,951	18
8	Bus. Development Research Consultants Ltd	-	54	46	42	1,034	19
9	■ S G A Research Intl. Ltd	61	45	31	-	1,637	36
10	Opinion Leader Research Ltd.	-	41	34	27	658	16
11	Flamingo Research Ltd	-	38	33	29	577	15
12	Numbers Market Research Ltd	-	36	15	4	359	10
13	Adelphi Intl. Research Ltd	-	34	18	18	1,321	39
14	* N O P Research Gp. Ltd	40	33	25	21	19,730	591
15	Research Intl. Ltd	-	33	21	15	14,142	434
16	* I D C UK Ltd	-	32	13	5	3,024	96
17	* O.R.C. Intl. Ltd.	-	30	28	6	3,015	102
18	Wardle McLean Strategic Research Consultancy Ltd	48	27	23	5	268	10
19	Medicare Audits Ltd	-	25	20	19	4,065	160
20	Bus. & Market Research Ltd	23	23	29	33	2,465	106
21	■ Nion Ltd	-	23	15	-	366	16
22	■ Citigate D V L Smith Ltd	-	22	28	-	487	22
23	* Isis Research PLC	-	22	20	29	4,111	183
24	Context Research Intl. Ltd	-	21	19	7	275	13
25	Outlook Research Ltd	-	19	23	7	135	7
26	* Taylor Nelson Sofres PLC	30	18	17	44	103,100	5,603
27	■ Mathematical Market Research Ltd	-	18	17	-	839	47
28	Hauck Research Srvcs. Ltd	-	18	13	17	1,469	82
29	The Brattle Gp. Ltd	-	18	-2	-4	88	5
30	■ Millward Brown Precis Ltd	-	16	14	-	384	24
31	* Xtreme Information Ltd	-	16	2	35	3,713	227
32	Insight Medical Research Ltd	-	14	12	7	1,007	74
33	The Research Department Ltd	-	14	12	1	763	54
34	Facts Intl. Ltd	12	14	11	1	430	30
35	Total Research Ltd	-	13	13	29	2,127	167
36	Managing The Service Bus. Ltd	-	13	13	14	321	24
37	Diagnostics Social & Market Research Ltd	-	12	11	12	151	13
38	Carat Insight Ltd	-	12	4	-4	185	16
39	Market Research Solutions Ltd	-	11	25	8	584	55
40	■ W.H.F. (Southern) Ltd	-	11	15	-	217	19
41	* Market & Opinion Research Intl. Ltd	10	11	13	22	4,096	376
42	M B L Gp. PLC (The)	-	11	9	10	11,071	1,040
43	G F K Mktg. Srvcs. Ltd	6	11	6	6	2,245	207
44	Taylor Nelson Sofres Gp. Ltd	-	10	7	3	10,868	1,111
45	Mintel Intl. Gp. Ltd	-	10	6	6	1,151	115
46	Novaction (U.K.) Ltd	-	10	4	0	167	16
47	* Sitel Europe Ltd	-	9	12	14	34,583	3,953
48	* Maritz. Trbi Ltd	-	8	14	10	1,769	211
49	Petchey (Mgmt. & Finance) Ltd	-	8	6	12	277	33
50	Specialist Field Resources Ltd	-	8	4	700	16	2

Capital Employed per Employee

League Table Position		Recently Filed Accounts 00/01	Capital Employed per Employee £'000			Capital Employed £'000 99/00	Number of Employees 99/00
			99/00	98/99	97/98		
51	Link Strategic Research UK Ltd	-	7	10	13	99	15
52	The Leadership Factor Ltd	-	7	6	9	516	69
53	Maxis Research Ltd	-	7	-9	-8	40	6
54	* Opinion Research Ltd	-	6	9	6	758	120
55	Consensus Research Intl. Ltd	7	6	8	6	130	22
56	Flackett, Stevens & ASSOCTS. Ltd	-	6	8	-1	87	15
57	* Romtec PLC	-	6	7	5	1,012	158
58	Produce Studies Ltd	-	6	5	1	531	89
59	Albemarle Mktg. Research Ltd	-	6	1	0	69	11
60	Millward Brown Intl. Ltd	8	5	4	3	12,893	2,643
61	■ Market Probe Europe Ltd	-	5	3	-	200	38
62	Frost & Sullivan, Ltd	-	5	1	5	888	176
63	I R B Intl. Ltd	-	5	1	1	116	22
64	Intl. Research ASSOCTS. (UK) Ltd	-	5	-2	13	161	35
65	Added Value Ltd	-	4	12	12	442	110
66	* Bostock Mktg. Gp. Ltd	5	4	6	4	629	156
67	* Ipsos UK Ltd	-	4	4	4	1,881	452
68	Quality Medical Field Ltd	-	4	4	4	12	3
69	Network Research & Mktg. Ltd	-	4	4	3	558	158
70	* The Gallup Organization Ltd	9	3	4	9	674	220
71	C S W Research Ltd	-	3	3	2	1,075	345
72	* Euromonitor PLC	-	2	11	14	271	152
73	I.F.F Research Ltd	-	2	2	4	141	83
74	* P W Market Research Gp. Ltd	-	1	1	7	40	37
75	F D S Market Research Hldgs. Ltd	-	1	1	1	358	500
76	■ The Bus. Advantage Gp. PLC	-	1	1	-	26	20
77	■ The Research Bus. Intl. Ltd	-	1	-	-	64	88
78	Directions (Research & Mktg.) Ltd	1	0	6	3	1	8
79	C I T Research Ltd	-	0	1	5	2	13
80	Public Attitude Surveys Ltd	-	0	0	2	-109	479
81	■ S M C Field Mktg. Ltd	-	0	-	-	14	74
82	■ Customer Satisfaction Surveys Ltd	-	-2	17	-	-20	11
83	* Morpace Intl. Ltd.	-	-2	1	6	-164	81
84	* Infratest Burke Gp. Ltd	-	-2	0	2	-299	195
85	City Research Gp. PLC	-	-5	6	12	-180	33
86	* G F K GB Ltd	10	-8	1	4	-253	32
87	* Netpoll Ltd	-	-12	-17	2	-277	23
88	I R I Infoscan Ltd	-	-24	-34	-49	-7,237	304
89	* Halogen Enterprises Ltd	-	-27	24	-	-709	26
-	* Polk Europe Hldgs. Ltd	-	-	106	46	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	14	3	-	-
-	■ Hallett Arendt Mktg. & Research Ltd	-	-	9	7	130	-
-	■ Intelliquest, Ltd.	-	-	8	8	-	-
-	■ V.A.Research Ltd	-	-	6	8	41	-
-	■ Counterpoint (UK) Ltd	-	-	4	-	-	-
-	* Market Tracking Intl. Ltd	-	-	1	4	2	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	-27	-4	-	-
-	■ Parker Tanner Woodham Ltd	-	-	-	31	209	-
-	■ Roper Starch Worldwide Ltd	-	-	-	18	320	-
-	■ Accent Mktg. & Research Ltd	-	-	-	-	140	-
-	■ Andrew Irving ASSOCTS. Ltd	-	-	-	-	111	-
-	■ Benchmark Research Ltd	-	-	-	-	185	-

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Capital Employed per Employee

League Table Position	Recently Filed Accounts	Capital Employed per Employee £'000			Capital Employed £'000 99/00	Number of Employees 99/00
		99/00	98/99	97/98		
		00/01				
- ■ Conquest Research & Consultancy Ltd	-	-	-	-	283	-
- ■ Cragg Ross Dawson Ltd	-	-	-	-	253	-
- ■ Cram Intl. Ltd	-	-	-	-	157	-
- ■ Define Research & Mktg. Intl. PLC	-	-	-	-	64	-
- ■ Discovery Research Ltd	-	-	-	-	889	-
- ■ George Street Research Ltd	-	-	-	-	46	-
- ■ I C M Research Ltd	-	-	-	-	428	-
- ■ Infocorp Ltd	-	-	-	-	202	-
- ■ Intercam Ltd	-	-	-	-	59	-
- ■ Ipsos Cati Centre Ltd	-	-	-	-	392	-
- ■ Ipsos Insight Ltd	-	-	-	-	104	-
- ■ M X Promotions Ltd	-	-	-	-	13	-
- * Mobile Sensory Testing Srvcs. Ltd	-	-	-	-	-	-
- ■ Praxis Research & Consulting Ltd	-	-	-	-	306	-
- ■ Prescient Ltd	-	-	-	-	123	-
- ■ Prognosis Ltd	-	-	-	-	112	-
- ■ Quadrangle Research Ltd	-	-	-	-	-610	-
- ■ Reflexions Market Research Ltd	-	-	-	-	87	-
- ■ Research & Mktg. Ltd	-	-	-	-	305	-
- ■ Sample Surveys Ltd	-	-	-	-	1,155	-
- ■ Springboard Mktg. Ltd	-	-	-	-	92	-
- ■ Strategic Mktg. & Research Consultants Ltd	-	-	-	-	71	-
- * T V Strategy Ltd.	-	-	-	-	757	-
- * The Research Partnership Ltd.	-	-	-	-	478	-
Average of companies with 3 years data		9	7	5		
Total of companies selected					83,228	9,050
Average of companies with 3 years data		9	7	5		
Total of companies selected					83,228	9,050

Pay / Sales

League Table Position		Recently	Pay / Sales			Employee	Sales
		Filed	%			Pay	
		Accounts				£'000	£'000
		00/01	99/00	98/99	97/98	99/00	99/00
MARKET RESEARCH AGENCIES							
1	I.F.F Research Ltd	-	78.5	52.1	43.5	1,299	1,656
2	* Bostock Mktg. Gp. Ltd	49.2	54.6	55.7	49.9	1,963	3,597
3	C S W Research Ltd	-	52.3	51.3	19.2	2,686	5,143
4	Network Research & Mktg. Ltd	-	52.2	49.8	52.6	1,057	2,026
5	* O.R.C. Intl. Ltd.	-	51.8	48.7	50.9	4,938	9,537
6	* Halogen Enterprises Ltd	-	51.6	38.7	-	1,618	3,142
7	■ Market Probe Europe Ltd	-	50.9	59.7	-	568	1,116
8	* The Gallup Organization Ltd	47.0	50.8	55.8	55.4	3,774	7,436
9	* Sitel Europe Ltd	-	49.4	48.9	41.8	60,934	123,448
10	* Romtec PLC	-	49.3	50.3	49.7	2,019	4,101
11	F D S Market Research Hldgs. Ltd	-	49.3	44.9	38.2	2,353	4,779
12	■ The Bus. Advantage Gp. PLC	-	46.0	46.7	-	249	542
13	■ Nion Ltd	-	44.2	41.2	-	469	1,064
14	C I T Research Ltd	-	44.0	41.8	30.4	242	551
15	* Xtreme Information Ltd	-	41.7	68.4	539.0	4,060	9,737
16	Hauck Research Svcs. Ltd	-	41.6	47.4	40.9	3,222	7,760
17	* Infratest Burke Gp. Ltd	-	41.3	34.1	32.8	6,079	14,750
18	* Euromonitor PLC	-	40.5	37.0	35.5	3,342	8,268
19	Millward Brown Intl. Ltd	37.3	39.4	40.5	40.4	22,952	58,397
20	The Leadership Factor Ltd	-	38.9	38.3	26.5	466	1,201
21	Market Research Solutions Ltd	-	38.0	25.8	26.6	1,146	3,020
22	Medicare Audits Ltd	-	37.8	37.2	31.6	3,066	8,129
23	Insight Medical Research Ltd	-	37.7	37.7	41.6	2,175	5,771
24	Bus. & Market Research Ltd	33.0	37.7	29.2	28.3	2,079	5,515
25	The Research Department Ltd	-	37.2	35.0	34.9	1,364	3,667
26	* Isis Research PLC	-	37.2	33.7	34.0	4,714	12,683
27	City Research Gp. PLC	-	37.1	36.5	31.0	950	2,564
28	Public Attitude Surveys Ltd	-	36.9	28.7	32.7	2,307	6,264
29	Directions (Research & Mktg.) Ltd	34.7	36.6	25.3	37.7	229	626
30	* Morpace Intl. Ltd.	-	36.5	27.3	26.4	1,330	3,646
31	Frost & Sullivan, Ltd	-	36.4	33.1	29.7	4,692	12,910
32	Carat Insight Ltd	-	36.3	40.5	51.6	725	2,001
33	Taylor Nelson Sofres Gp. Ltd	-	35.4	35.0	33.3	34,168	96,554
34	G F K Mktg. Svcs. Ltd	41.1	35.3	33.6	32.3	4,540	12,886
35	* Market & Opinion Research Intl. Ltd	27.8	34.7	31.7	30.4	7,362	21,230
36	■ Millward Brown Precis Ltd	-	33.9	31.5	-	630	1,861
37	Consensus Research Intl. Ltd	35.2	33.3	30.2	34.5	658	1,978
38	I R I Infoscan Ltd	-	32.7	37.4	43.3	7,206	22,080
39	* Taylor Nelson Sofres PLC	30.0	32.3	32.7	30.9	122,900	380,900
40	■ Mathematical Market Research Ltd	-	32.0	30.3	-	947	2,962
41	Produce Studies Ltd	-	31.7	29.8	34.1	1,947	6,156
42	Sample Surveys Ltd	-	31.6	33.3	34.9	1,721	5,452
43	Wardle McLean Strategic Research Consultancy Ltd	32.0	31.4	31.1	40.4	316	1,008
44	Context Research Intl. Ltd	-	30.9	31.4	34.6	499	1,615
45	* Netpoll Ltd	-	30.7	30.9	10.0	247	806
46	Intl. Research Assocs. (UK) Ltd	-	30.3	31.8	27.1	776	2,567
47	Opinion Leader Research Ltd.	-	30.2	20.9	17.3	774	2,570
48	■ Citigate D V L Smith Ltd	-	29.9	33.4	-	886	2,965
49	Novaction (U.K.) Ltd	-	29.1	30.6	15.4	340	1,170
50	Petchey (Mgmt. & Finance) Ltd	-	29.1	28.4	16.3	623	2,147

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Pay / Sales

League Table Position		Recently Filed Accounts	Pay / Sales %			Employee Pay	Sales
		00/01	99/00	98/99	97/98	£'000 99/00	£'000 99/00
51	M B L Gp. PLC (The)	-	28.7	30.9	28.0	10,666	37,238
52	■ S M C Field Mktg. Ltd	-	28.3	-	-	279	990
53	Added Value Ltd	-	28.1	32.4	32.5	3,161	11,276
54	Flamingo Research Ltd	-	28.1	24.1	20.5	814	2,903
55	Albemarle Mktg. Research Ltd	-	27.6	27.0	26.3	304	1,104
56	Outlook Research Ltd	-	27.0	22.4	22.2	240	890
57	■ W.H.F. (Southern) Ltd	-	26.7	24.9	-	432	1,622
58	Managing The Service Bus. Ltd	-	26.6	27.4	36.2	870	3,273
59	* B M R B Intl. Ltd	29.3	26.6	26.6	25.6	9,740	36,684
60	* P W Market Research Gp. Ltd	-	26.2	33.4	30.2	1,055	4,042
61	* Maritz. Trbi Ltd	-	25.7	26.7	27.3	6,134	23,879
62	■ The Research Bus. Intl. Ltd	-	25.7	-	-	3,846	15,001
63	Mintel Intl. Gp. Ltd	-	25.5	28.8	32.2	2,307	9,078
64	■ Corporate Information Ltd	-	25.3	-	-	444	1,760
65	* N O P Research Gp. Ltd	27.7	24.7	24.9	25.3	17,742	71,933
66	Maxis Research Ltd	-	24.6	28.4	28.2	159	647
67	Diagnostics Social & Market Research Ltd	-	24.5	25.7	26.4	539	2,201
68	* Ipsos UK Ltd	-	24.3	29.7	28.6	7,875	32,476
69	■ Customer Satisfaction Surveys Ltd	-	23.8	33.8	-	254	1,071
70	Link Strategic Research UK Ltd	-	23.7	25.2	25.5	506	2,142
71	Bus. Development Research Consultants Ltd	-	22.4	29.0	27.2	889	3,976
72	Facts Intl. Ltd	25.0	22.1	25.3	41.5	554	2,511
73	* Opinion Research Ltd	-	21.6	25.4	32.7	3,002	13,909
74	N R G-Uk Ltd	-	21.6	16.1	16.2	506	2,348
75	Total Research Ltd	-	21.2	22.2	23.9	1,952	9,238
76	Research Intl. Ltd	-	21.1	21.4	25.5	12,760	60,558
77	* G F K GB Ltd	24.9	19.9	16.5	15.1	933	4,707
78	Numbers Market Research Ltd	-	19.6	25.3	26.3	284	1,453
79	Flackett, Stevens & ASSOCTS. Ltd	-	19.2	17.0	19.4	252	1,314
80	I R B Intl. Ltd	-	17.8	25.1	56.7	560	3,151
81	Quality Medical Field Ltd	-	17.6	16.6	17.6	110	627
82	Adelphi Intl. Research Ltd	-	16.6	19.4	17.5	1,108	6,703
83	■ The Brattle Gp. Ltd	-	15.6	14.0	-	165	1,059
84	Goldfarb Consultants UK Ltd	-	14.4	16.0	10.0	668	4,656
85	* I D C UK Ltd	-	14.0	15.5	19.4	4,471	32,012
86	■ S G A Research Intl. Ltd	14.0	13.0	10.5	-	994	7,691
87	I C M Research Ltd	-	11.0	10.7	12.7	451	4,116
88	■ Pinder Fry & Benjamin Ltd	-	6.2	5.6	-	235	3,803
89	Putnam Investments Ltd	3.8	2.9	4.8	5.5	1,034	36,680
90	* Eur. Digital Capital Ltd	-	1.0	2.0	7.6	18	1,815
-	* Market Tracking Intl. Ltd	-	-	65.8	68.2	-	1,102
-	■ Interactive Market Systems (UK) Ltd	-	-	46.7	46.3	-	-
-	■ Intelliquest, Ltd.	-	-	46.6	42.7	-	-
-	* Polk Europe Hldgs. Ltd	-	-	38.9	47.7	-	-
-	■ Counterpoint (UK) Ltd	-	-	27.4	-	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	26.4	24.0	-	-
-	■ Hallett Arendt Mktg. & Research Ltd	-	-	24.6	17.2	-	710
-	■ V.A.Research Ltd	-	-	13.9	13.5	-	1,198
-	■ George Street Research Ltd	-	-	-	58.1	-	579
-	■ Roper Starch Worldwide Ltd	-	-	-	23.1	-	1,697
-	■ Parker Tanner Woodham Ltd	-	-	-	19.6	-	544
-	■ Accent Mktg. & Research Ltd	-	-	-	-	-	1,645

Pay / Sales

League Table Position	Recently Filed Accounts	Pay / Sales %			Employee Pay £'000 99/00	Sales £'000 99/00	
		00/01	99/00	98/99			97/98
- ■ Andrew Irving Assocs. Ltd	-	-	-	-	-	591	
- ■ Benchmark Research Ltd	-	-	-	-	-	1,008	
- ■ Conquest Research & Consultancy Ltd	-	-	-	-	-	3,146	
- ■ Cragg Ross Dawson Ltd	-	-	-	-	-	1,258	
- ■ Cram Intl. Ltd	-	-	-	-	-	2,424	
- ■ Define Research & Mktg. Intl. PLC	-	-	-	-	-	1,173	
- ■ Discovery Research Ltd	-	-	-	-	-	2,359	
- ■ Infocorp Ltd	-	-	-	-	-	2,107	
- ■ Intercam Ltd	-	-	-	-	-	1,070	
- ■ Ipsos Cati Centre Ltd	-	-	-	-	-	2,047	
- ■ Ipsos Insight Ltd	-	-	-	-	-	1,274	
- ■ M X Promotions Ltd	-	-	-	-	-	903	
- * Mobile Sensory Testing Srvcs. Ltd	-	-	-	-	-	-	
- ■ Praxis Research & Consulting Ltd	-	-	-	-	-	1,489	
- ■ Prescient Ltd	-	-	-	-	-	1,792	
- ■ Prognosis Ltd	-	-	-	-	-	1,015	
- ■ Quadrangle Research Ltd	-	-	-	-	-	1,131	
- ■ Reflexions Market Research Ltd	-	-	-	-	-	933	
- ■ Research & Mktg. Ltd	-	-	-	-	-	1,843	
- ■ Specialist Field Resources Ltd	-	-	-	-	-	7,518	
- ■ Springboard Mktg. Ltd	-	-	-	-	-	746	
- ■ Strategic Mktg. & Research Consultants Ltd	-	-	-	-	-	546	
- * T V Strategy Ltd.	-	-	-	-	-	1,992	
- * The Research Partnership Ltd.	-	-	-	-	-	1,580	
Average of companies with 3 years data		29.7	30.6	30.9			
Total of companies selected					147,272	496,245	
Average of companies with 3 years data		29.7	30.6	30.9			
Total of companies selected					147,272	496,245	

Exports / Sales

League Table Position		Recently Filed Accounts	Exports / Sales %			Exports	Sales	
		00/01	99/00	98/99	97/98	£'000 99/00	£'000 99/00	
MARKET RESEARCH AGENCIES								
1	*	Eur. Digital Capital Ltd	-	93.6	83.2	-	1,698	1,815
2	*	The Research Partnership Ltd.	-	92.7	88.0	-	1,464	1,580
3	■	Maxis Research Ltd	-	89.4	81.0	-	578	647
4	*	Halogen Enterprises Ltd	-	83.2	51.4	-	2,611	3,142
5	*	Isis Research PLC	-	79.3	77.9	-	10,046	12,683
6		Total Research Ltd	-	76.3	62.1	50.5	7,046	9,238
7	■	The Brattle Gp. Ltd	-	62.1	38.0	-	657	1,059
8		C I T Research Ltd	-	58.3	69.4	72.2	321	551
9		Flamingo Research Ltd	-	53.2	43.3	55.7	1,543	2,903
10	*	I D C UK Ltd	-	47.3	21.6	24.4	15,131	32,012
11	■	Bus. Development Research Consultants Ltd	-	44.1	25.7	-	1,752	3,976
12		Added Value Ltd	-	42.5	38.3	34.1	4,786	11,276
13	*	Romtec PLC	-	40.9	38.0	34.9	1,677	4,101
14	■	Millward Brown Precis Ltd	-	40.4	39.1	-	751	1,861
15	■	The Research Bus. Intl. Ltd	-	38.1	-	-	5,715	15,001
16	■	S G A Research Intl. Ltd	34.5	36.0	40.0	-	2,768	7,691
17	*	G F K GB Ltd	51.5	35.0	67.0	54.8	1,645	4,707
18	■	Ipsos Cati Centre Ltd	-	34.1	-	-	696	2,047
19	*	Maritz. Trbi Ltd	-	33.3	38.2	25.0	7,929	23,879
20		Context Research Intl. Ltd	-	30.8	6.8	23.7	496	1,615
21		Insight Medical Research Ltd	-	30.2	40.7	39.8	1,741	5,771
22		I R B Intl. Ltd	-	29.1	21.1	6.7	914	3,151
23		Millward Brown Intl. Ltd	22.3	26.6	25.5	35.6	15,478	58,397
24		Diagnostics Social & Market Research Ltd	-	26.4	22.7	13.6	580	2,201
25	■	Ipsos Insight Ltd	-	26.0	-	-	331	1,274
26	*	N O P Research Gp. Ltd	19.2	25.3	25.1	19.4	18,198	71,933
27	■	Mathematical Market Research Ltd	-	23.9	15.0	-	705	2,962
28		Medicare Audits Ltd	-	23.2	16.9	16.6	1,882	8,129
29	*	O.R.C. Intl. Ltd.	-	22.5	28.1	28.1	2,144	9,537
30		Frost & Sullivan, Ltd	-	21.7	21.8	26.7	2,792	12,910
31	■	Nion Ltd	-	19.6	0.0	-	208	1,064
32		G F K Mktg. Svcs. Ltd	20.9	18.5	14.9	16.3	2,378	12,886
33	*	Infratest Burke Gp. Ltd	-	16.4	3.5	16.3	2,405	14,750
34		Roper Starch Worldwide Ltd	16.6	14.4	8.2	25.2	243	1,697
35	■	Corporate Information Ltd	-	12.9	-	-	227	1,760
36	■	Hauck Research Svcs. Ltd	-	12.3	10.9	-	951	7,760
37	*	Ipsos UK Ltd	-	11.4	7.7	9.3	3,679	32,476
38		Network Research & Mktg. Ltd	-	11.3	22.9	16.7	227	2,026
39	*	The Gallup Organization Ltd	-	11.1	21.0	28.7	818	7,436
40		Facts Intl. Ltd	0.0	10.5	15.3	11.9	263	2,511
41		C S W Research Ltd	-	9.7	5.8	24.4	495	5,143
42		Goldfarb Consultants UK Ltd	-	9.6	9.8	18.9	443	4,656
43	*	B M R B Intl. Ltd	10.7	8.4	10.1	12.1	3,057	36,684
44		Consensus Research Intl. Ltd	6.1	5.4	8.6	5.5	106	1,978
45		Discovery Research Ltd	-	5.1	6.0	1.1	118	2,359
46		Infocorp Ltd	-	4.7	2.0	11.0	99	2,107
47		Market Research Solutions Ltd	-	3.3	0.8	6.8	98	3,020
48		Andrew Irving Assocs. Ltd	-	3.1	5.0	5.1	18	591
49		F D S Market Research Hldgs. Ltd	-	2.3	0.4	2.3	107	4,779
50	*	P W Market Research Gp. Ltd	-	0.0	15.9	22.5	0	4,042

Exports / Sales

League Table Position		Recently Filed Accounts 00/01	Exports / Sales %			Exports	Sales
			99/00	98/99	97/98	£'000	£'000
						99/00	99/00
51	* Market Tracking Intl. Ltd	0.0	0.0	15.0	0.6	0	1,102
52	Numbers Market Research Ltd	-	0.0	1.2	20.0	0	1,453
53	Carat Insight Ltd	-	0.0	0.0	0.0	0	2,001
54	Directions (Research & Mktg.) Ltd	4.2	0.0	0.0	0.0	0	626
55	Flackett, Stevens & ASSOCTS. Ltd	-	0.0	0.0	0.0	0	1,314
56	Link Strategic Research UK Ltd	-	0.0	0.0	0.0	0	2,142
57	Novaction (U.K.) Ltd	-	0.0	0.0	0.0	0	1,170
58	* Opinion Research Ltd	-	0.0	0.0	0.0	0	13,909
59	Petchey (Mgmt. & Finance) Ltd	-	0.0	0.0	0.0	0	2,147
60	Specialist Field Resources Ltd	-	0.0	0.0	0.0	0	7,518
61	Springboard Mktg. Ltd	-	0.0	0.0	0.0	0	746
62	The Research Department Ltd	-	0.0	0.0	0.0	0	3,667
63	■ Citigate D V L Smith Ltd	-	0.0	0.0	-	0	2,965
64	■ City Research Gp. PLC	-	0.0	0.0	-	0	2,564
65	■ Hallett Arendt Mktg. & Research Ltd	-	0.0	0.0	-	0	710
66	■ I R I Infoscan Ltd	-	0.0	0.0	-	0	22,080
67	■ I.F.F Research Ltd	-	0.0	0.0	-	0	1,656
68	■ Intl. Research ASSOCTS. (UK) Ltd	-	0.0	0.0	-	0	2,567
69	■ M X Promotions Ltd	-	0.0	0.0	-	0	903
70	■ Market Probe Europe Ltd	-	0.0	0.0	-	0	1,116
71	■ Pinder Fry & Benjamin Ltd	-	0.0	0.0	-	0	3,803
72	■ Taylor Nelson Sofres Gp. Ltd	-	0.0	0.0	-	0	96,554
73	■ I C M Research Ltd	-	0.0	-	-	0	4,116
74	■ S M C Field Mktg. Ltd	-	0.0	-	-	0	990
75	■ Wardle McLean Strategic Research Consultancy Ltd	0.0	0.0	-	-	0	1,008
-	■ Intelliquist, Ltd.	-	-	99.6	92.3	-	-
-	■ Managing The Service Bus. Ltd	-	-	51.2	4.6	-	3,273
-	■ Customer Satisfaction Surveys Ltd	-	-	38.0	43.1	-	1,071
-	* Mobile Sensory Testing Srvc. Ltd	-	-	35.1	32.0	-	-
-	■ Accent Mktg. & Research Ltd	-	-	0.0	0.0	-	1,645
-	■ Counterpoint (UK) Ltd	-	-	0.0	-	-	-
-	■ Research Intl. Ltd	-	-	-	38.2	-	60,558
-	■ George Street Research Ltd	-	-	-	0.0	-	579
-	■ Adelphi Intl. Research Ltd	-	-	-	-	-	6,703
-	■ Albemarle Mktg. Research Ltd	-	-	-	-	-	1,104
-	■ Benchmark Research Ltd	-	-	-	-	-	1,008
-	* Bostock Mktg. Gp. Ltd	-	-	-	-	-	3,597
-	■ Bus. & Market Research Ltd	-	-	-	-	-	5,515
-	■ Conquest Research & Consultancy Ltd	-	-	-	-	-	3,146
-	■ Cragg Ross Dawson Ltd	-	-	-	-	-	1,258
-	■ Cram Intl. Ltd	-	-	-	-	-	2,424
-	■ Define Research & Mktg. Intl. PLC	-	-	-	-	-	1,173
-	* Euromonitor PLC	-	-	-	-	-	8,268
-	* I M S Hldgs. (U.K.) Ltd	-	-	-	-	-	-
-	■ Interactive Market Systems (UK) Ltd	-	-	-	-	-	-
-	■ Intercam Ltd	-	-	-	-	-	1,070
-	■ M B L Gp. PLC (The)	-	-	-	-	-	37,238
-	* Market & Opinion Research Intl. Ltd	0.0	-	-	-	-	21,230
-	■ Mintel Intl. Gp. Ltd	-	-	-	-	-	9,078
-	* Morpace Intl. Ltd.	-	-	-	-	-	3,646
-	■ N R G-Uk Ltd	-	-	-	-	-	2,348
-	* Netpoll Ltd	-	-	-	-	-	806

See sections 6 & 7 for Analysis Notes and Definitions

Exports / Sales

League Table Position	Recently Filed Accounts	Exports / Sales %			Exports	Sales
					£'000	£'000
		00/01	99/00	98/99	97/98	99/00
- ■ Opinion Leader Research Ltd.	-	-	-	-	-	2,570
- ■ Outlook Research Ltd	-	-	-	-	-	890
- ■ Parker Tanner Woodham Ltd	-	-	-	-	-	544
- * Polk Europe Hldgs. Ltd	-	-	-	-	-	-
- ■ Praxis Research & Consulting Ltd	-	-	-	-	-	1,489
- ■ Prescient Ltd	-	-	-	-	-	1,792
- ■ Produce Studies Ltd	-	-	-	-	-	6,156
- ■ Prognosis Ltd	-	-	-	-	-	1,015
- ■ Public Attitude Surveys Ltd	-	-	-	-	-	6,264
- ■ Putnam Investments Ltd	-	-	-	-	-	36,680
- ■ Quadrangle Research Ltd	-	-	-	-	-	1,131
- ■ Quality Medical Field Ltd	-	-	-	-	-	627
- ■ Reflexions Market Research Ltd	-	-	-	-	-	933
- ■ Research & Mktg. Ltd	-	-	-	-	-	1,843
- ■ Sample Surveys Ltd	-	-	-	-	-	5,452
- * Sitel Europe Ltd	-	-	-	-	-	123,448
- ■ Strategic Mktg. & Research Consultants Ltd	-	-	-	-	-	546
- * T V Strategy Ltd.	-	-	-	-	-	1,992
- * Taylor Nelson Sofres PLC	-	-	-	-	-	380,900
- ■ The Bus. Advantage Gp. PLC	-	-	-	-	-	542
- ■ The Leadership Factor Ltd	-	-	-	-	-	1,201
- ■ V.A.Research Ltd	-	-	-	-	-	1,198
- ■ W.H.F. (Southern) Ltd	-	-	-	-	-	1,622
- * Xtreme Information Ltd	-	-	-	-	-	9,737
Average of companies with 3 years data		23.1	21.4	24.9		
Total of companies selected					42,174	182,679
Average of companies with 3 years data		23.1	21.4	24.9		
Total of companies selected					42,174	182,679

Sales Growth

League Table Position		Compound Annual Growth Rate % 97/00	Sales £'000 99/00	% Change 98/99 - 99/00	% Change 97/98 - 98/99
MARKET RESEARCH AGENCIES					
1	* Xtreme Information Ltd	1,185	9,737	146	6,607
2	* Netpoll Ltd	535	806	109	1,830
3	Ipsos Cati Centre Ltd	435	2,047	66	1,629
4	* Eur. Digital Capital Ltd	177	1,815	97	289
5	The Brattle Gp. Ltd	115	1,059	77	162
6	* Morpace Intl. Ltd.	110	3,646	14	285
7	* Taylor Nelson Sofres PLC	85	380,900	11	206
8	Prescient Ltd	73	1,792	62	85
9	Putnam Investments Ltd	61	36,680	71	51
10	Reflexions Market Research Ltd	55	933	76	37
11	Opinion Leader Research Ltd.	51	2,570	62	42
12	Maxis Research Ltd	50	647	109	8
13	Petchey (Mgmt. & Finance) Ltd	45	2,147	38	52
14	* Bostock Mktg. Gp. Ltd	42	3,597	89	6
15	Link Strategic Research UK Ltd	42	2,142	40	44
16	The Leadership Factor Ltd	38	1,201	17	64
17	Outlook Research Ltd	38	890	-5	99
18	Hauck Research Svcs. Ltd	36	7,760	46	28
19	Wardle McLean Strategic Research Consultancy Ltd	34	1,008	42	27
20	Numbers Market Research Ltd	32	1,453	62	8
21	Facts Intl. Ltd	31	2,511	26	36
22	Carat Insight Ltd	31	2,001	20	44
23	Intercam Ltd	31	1,070	23	40
24	Managing The Service Bus. Ltd	30	3,273	15	47
25	Discovery Research Ltd	30	2,359	24	36
26	* Maritz. Trbi Ltd	29	23,879	69	-2
27	Define Research & Mktg. Intl. PLC	28	1,173	17	39
28	I R B Intl. Ltd	27	3,151	36	17
29	Infocorp Ltd	27	2,107	23	30
30	Strategic Mktg. & Research Consultants Ltd	26	546	17	34
31	I R I Infoscan Ltd	24	22,080	33	16
32	* O.R.C. Intl. Ltd.	23	9,537	10	38
33	I C M Research Ltd	23	4,116	8	40
34	* Infratest Burke Gp. Ltd	21	14,750	-14	69
35	* Isis Research PLC	21	12,683	25	18
36	Flamingo Research Ltd	21	2,903	9	34
37	Added Value Ltd	20	11,276	15	25
38	Mintel Intl. Gp. Ltd	20	9,078	23	17
39	Adelphi Intl. Research Ltd	20	6,703	36	5
40	* Market Tracking Intl. Ltd	20	1,102	15	26
41	Total Research Ltd	19	9,238	21	18
42	The Research Department Ltd	19	3,667	20	17
43	Research & Mktg. Ltd	19	1,843	4	36
44	Quadrangle Research Ltd	19	1,131	-4	47
45	Quality Medical Field Ltd	18	627	19	17
46	* Sitel Europe Ltd	17	123,448	27	7
47	* G F K GB Ltd	16	4,707	11	20
48	Bus. Development Research Consultants Ltd	15	3,976	13	18
49	Medicare Audits Ltd	14	8,129	15	13
50	Citigate D V L Smith Ltd	14	2,965	19	8

See sections 6 & 7 for Analysis Notes and Definitions

Sales Growth

League Table Position		Compound Annual Growth Rate %	Sales £'000	% Change 98/99 - 99/00	% Change 97/98 - 98/99
51	Consensus Research Intl. Ltd	14	1,978	-6	39
52	Accent Mktg. & Research Ltd	14	1,645	14	14
53	* Ipsos UK Ltd	13	32,476	22	4
54	Diagnostics Social & Market Research Ltd	13	2,201	5	21
55	Flackett, Stevens & ASSOCTS. Ltd	13	1,314	7	18
56	* B M R B Intl. Ltd	12	36,684	14	10
57	* Euromonitor PLC	12	8,268	9	16
58	Taylor Nelson Sofres Gp. Ltd	10	96,554	12	8
59	Millward Brown Intl. Ltd	10	58,397	5	16
60	* Opinion Research Ltd	10	13,909	-4	27
61	* The Gallup Organization Ltd	10	7,436	20	2
62	C S W Research Ltd	9	5,143	12	7
63	* Market & Opinion Research Intl. Ltd	8	21,230	8	8
64	G F K Mktg. Srvcs. Ltd	8	12,886	9	6
65	Bus. & Market Research Ltd	8	5,515	0	16
66	Conquest Research & Consultancy Ltd	8	3,146	4	12
67	* N O P Research Gp. Ltd	7	71,933	4	11
68	Research Intl. Ltd	7	60,558	-3	19
69	M B L Gp. PLC (The)	7	37,238	16	-1
70	* I D C UK Ltd	7	32,012	31	-12
71	F D S Market Research Hldgs. Ltd	7	4,779	27	-9
72	George Street Research Ltd	7	579	9	6
73	Frost & Sullivan, Ltd	6	12,910	5	7
74	Cragg Ross Dawson Ltd	6	1,258	22	-8
75	Insight Medical Research Ltd	5	5,771	-12	27
76	Sample Surveys Ltd	5	5,452	1	9
77	Cram Intl. Ltd	5	2,424	18	-7
78	Novaction (U.K.) Ltd	5	1,170	39	-20
79	Prognosis Ltd	5	1,015	-14	29
80	Andrew Irving ASSOCTS. Ltd	5	591	18	-7
81	Specialist Field Resources Ltd	3	7,518	15	-8
82	Customer Satisfaction Surveys Ltd	3	1,071	28	-17
83	Parker Tanner Woodham Ltd	3	544	28	-18
84	Roper Starch Worldwide Ltd	2	1,697	-6	11
85	Albemarle Mktg. Research Ltd	2	1,104	9	-4
86	V.A.Research Ltd	0	1,198	-19	25
87	* Romtec PLC	-1	4,101	5	-7
88	City Research Gp. PLC	-1	2,564	-5	3
89	Hallett Arendt Mktg. & Research Ltd	-1	710	5	-7
90	Produce Studies Ltd	-2	6,156	-18	17
91	N R G-Uk Ltd	-2	2,348	1	-5
92	Public Attitude Surveys Ltd	-3	6,264	-18	15
93	Context Research Intl. Ltd	-4	1,615	11	-17
94	Market Research Solutions Ltd	-5	3,020	-21	14
95	Praxis Research & Consulting Ltd	-5	1,489	174	-67
96	Goldfarb Consultants UK Ltd	-7	4,656	6	-19
97	Intl. Research ASSOCTS. (UK) Ltd	-11	2,567	-8	-13
98	Network Research & Mktg. Ltd	-13	2,026	-4	-21
99	Benchmark Research Ltd	-14	1,008	-13	-14
100	* P W Market Research Gp. Ltd	-18	4,042	-19	-17
101	Springboard Mktg. Ltd	-18	746	-16	-19
102	I.F.F Research Ltd	-23	1,656	-12	-33

Sales Growth

League Table Position		Compound Annual Growth Rate %	Sales £'000	% Change 98/99 - 99/00	% Change 97/98 - 98/99
103	Directions (Research & Mktg.) Ltd	-24	626	-21	-27
104	C I T Research Ltd	-29	551	-34	-22
-	■ The Research Bus. Intl. Ltd	-	15,001	-	-
-	■ S G A Research Intl. Ltd	-	7,691	-19	-
-	■ Pinder Fry & Benjamin Ltd	-	3,803	650	-
-	* Halogen Enterprises Ltd	-	3,142	43	-
-	■ Mathematical Market Research Ltd	-	2,962	17	-
-	* T V Strategy Ltd.	-	1,992	38	-
-	■ Millward Brown Precis Ltd	-	1,861	60	-
-	■ Corporate Information Ltd	-	1,760	-	-
-	■ W.H.F. (Southern) Ltd	-	1,622	15	-
-	* The Research Partnership Ltd.	-	1,580	78	-
-	■ Ipsos Insight Ltd	-	1,274	37	-
-	■ Market Probe Europe Ltd	-	1,116	258	-
-	■ Nion Ltd	-	1,064	42	-
-	■ S M C Field Mktg. Ltd	-	990	-	-
-	■ M X Promotions Ltd	-	903	90	-
-	■ The Bus. Advantage Gp. PLC	-	542	19	-
-	■ Counterpoint (UK) Ltd	-	-	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	-	4
-	■ Intelliquest, Ltd.	-	-	-	-15
-	■ Interactive Market Systems (UK) Ltd	-	-	-	11
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	-	2
-	* Polk Europe Hldgs. Ltd	-	-	-	320
Average of companies with 3 years data		13	6,690	12	13
Average of companies with 3 years data		13	6,690	12	13

Pre-tax Profit Growth

League Table Position		Compound Annual Growth Rate % 97/00	Pre-tax Profit £'000 99/00	% Change 98/99 - 99/00	% Change 97/98 - 98/99
MARKET RESEARCH AGENCIES					
1	Carat Insight Ltd	602	197	-4	5,050
2	Link Strategic Research UK Ltd	451	83	1	2,896
3	Cram Intl. Ltd	285	74	9	1,260
4	George Street Research Ltd	281	29	583	-400
5	Maxis Research Ltd	246	84	4,300	-129
6	Novaction (U.K.) Ltd	201	145	99	356
7	Sample Surveys Ltd	185	706	130	253
8	* Ipsos UK Ltd	150	1,585	32	374
9	Numbers Market Research Ltd	133	309	98	174
10	Produce Studies Ltd	121	289	-30	597
11	Prescient Ltd	118	343	142	97
12	Hallett Arendt Mktg. & Research Ltd	86	38	-3	255
13	Petchey (Mgmt. & Finance) Ltd	78	155	112	49
14	Andrew Irving Assocts. Ltd	78	41	46	115
15	Mintel Intl. Gp. Ltd	75	1,243	71	79
16	Putnam Investments Ltd	65	6,876	70	60
17	* Taylor Nelson Sofres PLC	62	31,100	10	139
18	Adelphi Intl. Research Ltd	55	1,005	282	-37
19	I C M Research Ltd	53	551	64	42
20	Facts Intl. Ltd	48	198	32	67
21	V.A.Research Ltd	46	15	1,400	-86
22	Opinion Leader Research Ltd.	42	701	35	50
23	The Leadership Factor Ltd	39	307	102	-4
24	* N O P Research Gp. Ltd	35	6,001	21	50
25	Taylor Nelson Sofres Gp. Ltd	34	15,797	37	31
26	Flackett, Stevens & Assocts. Ltd	30	491	22	39
27	Hauck Research Srvcs. Ltd	25	647	44	9
28	Cragg Ross Dawson Ltd	25	203	577	-77
29	Wardle McLean Strategic Research Consultancy Ltd	23	162	59	-4
30	Millward Brown Intl. Ltd	18	8,563	21	15
31	The Research Department Ltd	16	606	-15	58
32	Praxis Research & Consulting Ltd	16	269	416	-143
33	Accent Mktg. & Research Ltd	10	35	-8	31
34	Specialist Field Resources Ltd	9	809	15	2
35	Discovery Research Ltd	9	321	8	9
36	Bus. & Market Research Ltd	9	226	-43	107
37	Outlook Research Ltd	9	117	-31	73
38	Bus. Development Research Consultants Ltd	8	258	-16	39
39	G F K Mktg. Srvcs. Ltd	7	1,703	11	2
40	Diagnostics Social & Market Research Ltd	5	225	18	-7
41	Roper Starch Worldwide Ltd	5	112	-37	74
42	* B M R B Intl. Ltd	4	4,617	-58	158
43	* Romtec PLC	3	331	21	-12
44	Quality Medical Field Ltd	3	80	13	-5
45	N R G-Uk Ltd	2	240	21	-14
46	Frost & Sullivan, Ltd	2	193	251	-71
47	Parker Tanner Woodham Ltd	2	67	0	5
48	I R B Intl. Ltd	-3	89	25	-24
49	Managing The Service Bus. Ltd	-5	70	32	-32
50	Medicare Audits Ltd	-6	1,616	1	-13

Pre-tax Profit Growth

League Table Position		Compound Annual Growth Rate % 97/00	Pre-tax Profit £'000 99/00	% Change 98/99 - 99/00	% Change 97/98 - 98/99
51	Research Intl. Ltd	-7	5,159	-17	4
52	Total Research Ltd	-8	333	-15	-1
53	Network Research & Mktg. Ltd	-8	108	-9	-7
54	Research & Mktg. Ltd	-9	41	-53	74
55	Prognosis Ltd	-11	282	-18	-4
56	Insight Medical Research Ltd	-11	232	-56	81
57	Citigate D V L Smith Ltd	-13	129	148	-70
58	M B L Gp. PLC (The)	-20	1,830	-22	-18
59	C S W Research Ltd	-21	402	14	-45
60	Flamingo Research Ltd	-21	150	43	-56
61	Conquest Research & Consultancy Ltd	-22	127	-54	32
62	Infocorp Ltd	-22	35	-69	96
63	F D S Market Research Hldgs. Ltd	-25	82	4	-46
64	* O.R.C. Intl. Ltd.	-26	68	-49	8
65	* Market & Opinion Research Intl. Ltd	-31	744	266	-129
66	Goldfarb Consultants UK Ltd	-31	263	-56	6
67	Directions (Research & Mktg.) Ltd	-31	140	-53	1
68	Intercam Ltd	-31	14	367	-90
69	I.F.F Research Ltd	-45	25	120	-248
70	Springboard Mktg. Ltd	-47	16	214	-124
71	Added Value Ltd	-61	42	-86	12
72	* I D C UK Ltd	-76	543	427	-99
73	* Isis Research PLC	-80	24	106	-163
74	* Bostock Mktg. Gp. Ltd	-89	2	-98	-46
-	■ Pinder Fry & Benjamin Ltd	-	2,421	489	-
-	■ Corporate Information Ltd	-	792	-	-
-	■ S G A Research Intl. Ltd	-	758	-10	-
-	■ Nion Ltd	-	316	22	-
-	■ Ipsos Cati Centre Ltd	^	282	86	192
-	* The Research Partnership Ltd.	-	250	-45	-
-	■ Mathematical Market Research Ltd	-	220	29	-
-	■ Millward Brown Precis Ltd	-	174	47	-
-	* Eur. Digital Capital Ltd	^	160	20	1,050
-	■ Reflexions Market Research Ltd	^	139	415	196
-	■ The Brattle Gp. Ltd	^	117	^	100
-	■ Market Probe Europe Ltd	-	103	405	-
-	■ Ipsos Insight Ltd	-	102	456	-
-	■ W.H.F. (Southern) Ltd	-	98	-44	-
-	■ Context Research Intl. Ltd	^	97	226	124
-	■ The Research Bus. Intl. Ltd	-	92	-	-
-	■ Define Research & Mktg. Intl. PLC	^	69	886	124
-	■ M X Promotions Ltd	-	67	148	-
-	■ Albemarle Mktg. Research Ltd	^	57	280	850
-	■ S M C Field Mktg. Ltd	-	13	-	-
-	■ The Bus. Advantage Gp. PLC	-	11	4	-
-	* Market Tracking Intl. Ltd	^	-3	-101	331
-	* P W Market Research Gp. Ltd	^	-10	-115	14
-	* The Gallup Organization Ltd	^	-10	-105	222
-	■ Strategic Mktg. & Research Consultants Ltd	^	-23	-253	-35
-	■ C I T Research Ltd	^	-26	68	-213
-	■ Consensus Research Intl. Ltd	^	-53	-176	89
-	* Maritz. Trbi Ltd	^	-81	-109	25

See sections 6 & 7 for Analysis Notes and Definitions

Pre-tax Profit Growth

League Table Position	Compound Annual Growth Rate % 97/00	Pre-tax Profit £'000 99/00	% Change 98/99 - 99/00	% Change 97/98 - 98/99
- ■ Customer Satisfaction Surveys Ltd	^	-82	^	-100
- ■ Market Research Solutions Ltd	^	-84	-212	-32
- ■ Intl. Research Assocs. (UK) Ltd	^	-158	52	-1,122
- * Infratest Burke Gp. Ltd	^	-171	-144	-52
- ■ Public Attitude Surveys Ltd	^	-172	-214	16
- ■ Benchmark Research Ltd	^	-179	11	-974
- * Morpace Intl. Ltd.	^	-194	-1,241	116
- ■ City Research Gp. PLC	^	-315	-94	-349
- * T V Strategy Ltd.	-	-410	24	-
- * Opinion Research Ltd	^	-423	-222	190
- * Netpoll Ltd	^	-428	-308	-1,600
- * G F K GB Ltd	^	-429	-898	-1,175
- ■ Quadrangle Research Ltd	^	-545	-793	-1,044
- * Euromonitor PLC	^	-716	-2,070	-117
- * Xtreme Information Ltd	^	-955	81	-313
- * Halogen Enterprises Ltd	-	-1,054	-5,372	-
- * Sitel Europe Ltd	^	-1,294	60	-143
- ■ I R I Infoscan Ltd	^	-2,317	34	35
- ■ Counterpoint (UK) Ltd	-	-	-	-
- * I M S Hldgs. (U.K.) Ltd	-	-	-	-1,861
- ■ Intelliquest, Ltd.	-	-	-	-4
- ■ Interactive Market Systems (UK) Ltd	-	-	-	10
- * Mobile Sensory Testing Srvcs. Ltd	-	-	-	-37
- * Polk Europe Hldgs. Ltd	-	-	-	-84
Average of companies with 3 years data	23	648	25	22
Average of companies with 3 years data	23	648	25	22

Total Assets Growth

League Table Position		Compound Annual Growth Rate % 97/00	Total Assets £'000 99/00	% Change 98/99 - 99/00	% Change 97/98 - 98/99
MARKET RESEARCH AGENCIES					
1	* Netpoll Ltd	386	307	31	1,700
2	* Xtreme Information Ltd	213	8,837	65	494
3	Quadrangle Research Ltd	154	966	23	423
4	The Brattle Gp. Ltd	149	383	65	274
5	Ipsos Cati Centre Ltd	99	982	38	187
6	Public Attitude Surveys Ltd	86	9,959	150	38
7	Quality Medical Field Ltd	84	193	157	32
8	Prescient Ltd	72	856	79	64
9	Outlook Research Ltd	72	385	12	164
10	Numbers Market Research Ltd	70	837	161	10
11	* Eur. Digital Capital Ltd	69	1,359	36	111
12	Opinion Leader Research Ltd.	66	1,157	23	124
13	Praxis Research & Consulting Ltd	65	1,423	762	-69
14	Wardle McLean Strategic Research Consultancy Ltd	64	624	103	33
15	Putnam Investments Ltd	61	17,781	88	38
16	The Leadership Factor Ltd	61	929	29	100
17	* Bostock Mktg. Gp. Ltd	60	1,535	-17	209
18	Hauck Research Srvcs. Ltd	58	4,200	72	45
19	Market Research Solutions Ltd	55	2,468	26	92
20	George Street Research Ltd	55	460	147	-3
21	Millward Brown Precis Ltd	51	710	65	39
22	* O.R.C. Intl. Ltd.	46	7,027	23	74
23	Facts Intl. Ltd	45	964	25	68
24	* Morpace Intl. Ltd.	43	1,453	6	92
25	Mintel Intl. Gp. Ltd	42	7,287	52	32
26	I C M Research Ltd	37	1,881	26	48
27	Reflexions Market Research Ltd	37	233	59	19
28	* I D C UK Ltd	36	9,689	44	29
29	Maxis Research Ltd	36	187	175	-33
30	Infocorp Ltd	34	741	20	48
31	* Maritz. Trbi Ltd	33	6,807	17	51
32	* Isis Research PLC	33	5,213	58	13
33	Hallett Arendt Mktg. & Research Ltd	32	333	25	39
34	Adelphi Intl. Research Ltd	31	3,057	-4	80
35	Albemarle Mktg. Research Ltd	30	641	6	59
36	Link Strategic Research UK Ltd	28	553	4	57
37	I.F.F Research Ltd	25	1,515	172	-43
38	Flamingo Research Ltd	25	1,339	28	23
39	Taylor Nelson Sofres Gp. Ltd	24	87,560	27	20
40	The Research Department Ltd	23	3,882	39	9
41	Bus. Development Research Consultants Ltd	22	2,449	5	43
42	Mathematical Market Research Ltd	22	1,599	13	33
43	I R B Intl. Ltd	21	1,241	18	25
44	* G F K GB Ltd	19	1,943	36	4
45	C S W Research Ltd	18	2,228	23	14
46	Discovery Research Ltd	18	1,419	14	22
47	Flackett, Stevens & Assocts. Ltd	18	833	5	34
48	Millward Brown Intl. Ltd	16	32,698	22	11
49	Total Research Ltd	16	4,634	6	27
50	W.H.F. (Southern) Ltd	16	458	-14	57

See sections 6 & 7 for Analysis Notes and Definitions

Performance League Tables

Total Assets Growth

League Table Position		Compound Annual Growth Rate %	Total Assets £'000	% Change 98/99 - 99/00	% Change 97/98 - 98/99
51	Sample Surveys Ltd	15	1,889	21	8
52	Andrew Irving Assocts. Ltd	15	220	22	8
53	M B L Gp. PLC (The)	14	17,496	5	23
54	Medicare Audits Ltd	14	6,749	5	24
55	Added Value Ltd	14	3,964	6	22
56	* Romtec PLC	14	2,563	33	-2
57	Novaction (U.K.) Ltd	12	354	29	-4
58	I R I Infoscan Ltd	11	12,626	56	-21
59	Carat Insight Ltd	11	838	58	-22
60	Context Research Intl. Ltd	11	688	41	-12
61	Accent Mktg. & Research Ltd	10	566	-9	33
62	Define Research & Mktg. Intl. PLC	10	333	-15	43
63	G F K Mktg. Srvcs. Ltd	8	6,402	11	5
64	N R G-Uk Ltd	8	1,519	11	5
65	Managing The Service Bus. Ltd	8	883	-11	30
66	* Sitel Europe Ltd	6	81,818	4	8
67	* N O P Research Gp. Ltd	6	48,053	3	9
68	* Ipsos UK Ltd	6	8,270	9	3
69	* Infratest Burke Gp. Ltd	6	7,990	4	7
70	Cram Intl. Ltd	6	824	9	3
71	Consensus Research Intl. Ltd	6	601	-9	22
72	* Taylor Nelson Sofres PLC	5	290,000	37	-19
73	Research Intl. Ltd	5	32,045	-3	13
74	Frost & Sullivan, Ltd	5	3,681	12	-1
75	Petchey (Mgmt. & Finance) Ltd	5	729	8	3
76	* Opinion Research Ltd	4	5,924	-37	69
77	Research & Mktg. Ltd	4	554	4	4
78	* B M R B Intl. Ltd	3	92,455	-2	9
79	Bus. & Market Research Ltd	3	4,227	2	4
80	Intercam Ltd	3	715	11	-5
81	Parker Tanner Woodham Ltd	3	292	11	-4
82	Strategic Mktg. & Research Consultants Ltd	3	203	7	-2
83	* Euromonitor PLC	2	3,179	-11	17
84	City Research Gp. PLC	1	806	-17	24
85	Roper Starch Worldwide Ltd	1	622	-6	9
86	Cragg Ross Dawson Ltd	1	587	25	-19
87	Diagnostics Social & Market Research Ltd	0	1,038	16	-15
88	Citigate D V L Smith Ltd	0	890	-10	10
89	* Market & Opinion Research Intl. Ltd	-1	11,572	3	-4
90	F D S Market Research Hldgs. Ltd	-3	1,139	2	-8
91	Conquest Research & Consultancy Ltd	-4	836	-8	0
92	Goldfarb Consultants UK Ltd	-5	3,275	16	-22
93	Produce Studies Ltd	-6	2,171	-13	2
94	Network Research & Mktg. Ltd	-7	979	23	-30
95	C I T Research Ltd	-7	280	-12	-2
96	Insight Medical Research Ltd	-8	3,177	-17	2
97	* Halogen Enterprises Ltd	-8	1,029	-28	17
98	Intl. Research Assocts. (UK) Ltd	-13	885	-19	-7
99	* The Gallup Organization Ltd	-14	2,851	13	-34
100	* Market Tracking Intl. Ltd	-23	467	-56	36
101	* P W Market Research Gp. Ltd	-25	1,373	-20	-30
102	Springboard Mktg. Ltd	-25	249	-15	-34

See sections 6 & 7 for Analysis Notes and Definitions

Total Assets Growth

League Table Position		Compound Annual Growth Rate % 97/00	Total Assets £'000 99/00	% Change 98/99 - 99/00	% Change 97/98 - 98/99
103	V.A.Research Ltd	-26	307	-22	-30
104	Directions (Research & Mktg.) Ltd	-35	270	-35	-36
105	Prognosis Ltd	-36	255	-27	-43
106	Customer Satisfaction Surveys Ltd	-38	235	-48	-26
107	Specialist Field Resources Ltd	-44	525	-78	42
108	Benchmark Research Ltd	-45	185	-48	-41
-	■ S G A Research Intl. Ltd	-	5,701	-18	-
-	■ Pinder Fry & Benjamin Ltd	-	2,432	410	-
-	■ Corporate Information Ltd	-	1,912	-	-
-	* T V Strategy Ltd.	-	1,150	-10	-
-	* The Research Partnership Ltd.	-	1,095	94	-
-	■ Nion Ltd	-	539	42	-
-	■ Ipsos Insight Ltd	-	441	22	-
-	■ Market Probe Europe Ltd	-	397	186	-
-	■ M X Promotions Ltd	-	363	71	-
-	■ S M C Field Mktg. Ltd	-	254	-	-
-	■ The Bus. Advantage Gp. PLC	-	124	-8	-
-	■ The Research Bus. Intl. Ltd	-	64	-	-
-	■ Counterpoint (UK) Ltd	-	-	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	-	-8
-	■ Intelliquest, Ltd.	-	-	-	38
-	■ Interactive Market Systems (UK) Ltd	-	-	-	20
-	* Mobile Sensory Testing Srvcs. Ltd	-	-	-	-25
-	* Polk Europe Hldgs. Ltd	-	-	-	294
Average of companies with 3 years data		18	3,799	21	15
Average of companies with 3 years data		18	3,799	21	15

Number of Employees Growth

League Table Position		Compound Annual Growth Rate %	Number of Employees	% Change	% Change
		97/00	99/00	98/99 - 99/00	97/98 - 98/99
MARKET RESEARCH AGENCIES					
1	* Xtreme Information Ltd	318	227	62	977
2	* Morpace Intl. Ltd.	267	81	31	933
3	* Netpoll Ltd	177	23	283	100
4	The Leadership Factor Ltd	108	69	60	169
5	Petchey (Mgmt. & Finance) Ltd	103	33	10	275
6	Public Attitude Surveys Ltd	91	479	10	232
7	* Taylor Nelson Sofres PLC	89	5,603	16	209
8	Total Research Ltd	74	167	11	173
9	F D S Market Research Hldgs. Ltd	70	500	74	67
10	The Brattle Gp. Ltd	58	5	0	150
11	Outlook Research Ltd	53	7	40	67
12	* Bostock Mktg. Gp. Ltd	46	156	56	37
13	* Isis Research PLC	43	183	54	32
14	Opinion Leader Research Ltd.	41	16	33	50
15	Added Value Ltd	27	110	34	21
16	Hauck Research Srvcs. Ltd	27	82	5	53
17	* Maritz. Trbi Ltd	26	211	59	1
18	The Research Department Ltd	26	54	32	21
19	* Sitel Europe Ltd	24	3,953	20	28
20	* O.R.C. Intl. Ltd.	23	102	-2	55
21	Quality Medical Field Ltd	22	3	50	0
22	* G F K GB Ltd	21	32	10	32
23	* Euromonitor PLC	20	152	23	17
24	Adelphi Intl. Research Ltd	20	39	30	11
25	Mintel Intl. Gp. Ltd	17	115	13	21
26	M B L Gp. PLC (The)	15	1,040	-1	32
27	Novaction (U.K.) Ltd	15	16	7	25
28	Bus. & Market Research Ltd	14	106	15	12
29	* Infratest Burke Gp. Ltd	13	195	10	15
30	* Market & Opinion Research Intl. Ltd	12	376	9	15
31	Managing The Service Bus. Ltd	12	24	4	21
32	Link Strategic Research UK Ltd	12	15	25	0
33	I R I Infoscan Ltd	11	304	2	21
34	Medicare Audits Ltd	11	160	0	22
35	Carat Insight Ltd	11	16	7	15
36	Maxis Research Ltd	10	6	20	0
37	* Ipsos UK Ltd	9	452	12	6
38	City Research Gp. PLC	9	33	14	4
39	Bus. Development Research Consultants Ltd	9	19	0	19
40	C S W Research Ltd	8	345	15	1
41	Market Research Solutions Ltd	8	55	4	13
42	Putnam Investments Ltd	8	14	0	17
43	* B M R B Intl. Ltd	7	385	11	3
44	Flackett, Stevens & Assocts. Ltd	7	15	7	8
45	Millward Brown Intl. Ltd	6	2,643	3	9
46	Taylor Nelson Sofres Gp. Ltd	6	1,111	0	11
47	* The Gallup Organization Ltd	6	220	16	-4
48	Consensus Research Intl. Ltd	5	22	-4	15
49	Albemarle Mktg. Research Ltd	5	11	0	10
50	G F K Mktg. Srvcs. Ltd	4	207	5	4

Number of Employees Growth

League Table Position		Compound Annual Growth Rate %	Number of Employees	% Change	% Change
		97/00	99/00	98/99 - 99/00	97/98 - 98/99
51	Network Research & Mktg. Ltd	4	158	46	-26
52	Diagnostics Social & Market Research Ltd	4	13	0	8
53	Research Intl. Ltd	3	434	4	2
54	I.F.F Research Ltd	3	83	34	-21
55	Goldfarb Consultants UK Ltd	3	18	-25	41
56	* N O P Research Gp. Ltd	2	591	-1	5
57	Produce Studies Ltd	2	89	2	1
58	Flamingo Research Ltd	0	15	0	0
59	Numbers Market Research Ltd	0	10	0	0
60	N R G-Uk Ltd	0	6	0	0
61	* Eur. Digital Capital Ltd	0	2	0	0
62	Specialist Field Resources Ltd	0	2	0	0
63	Frost & Sullivan, Ltd	-1	176	8	-8
64	* Romtec PLC	-1	158	12	-13
65	Intl. Research Assocts. (UK) Ltd	-5	35	6	-15
66	* Opinion Research Ltd	-6	120	-10	-3
67	Insight Medical Research Ltd	-6	74	-1	-10
68	Directions (Research & Mktg.) Ltd	-6	8	14	-22
69	C I T Research Ltd	-19	13	-35	0
70	Context Research Intl. Ltd	-19	13	0	-35
71	Wardle McLean Strategic Research Consultancy Ltd	-25	10	67	-67
72	* I D C UK Ltd	-31	96	22	-61
73	* P W Market Research Gp. Ltd	-31	37	-29	-33
74	Facts Intl. Ltd	-58	30	25	-86
75	I R B Intl. Ltd	-76	22	-12	-93
-	■ The Research Bus. Intl. Ltd	-	88	-	-
-	■ S M C Field Mktg. Ltd	-	74	-	-
-	■ Mathematical Market Research Ltd	-	47	9	-
-	■ Market Probe Europe Ltd	-	38	0	-
-	■ S G A Research Intl. Ltd	-	36	-3	-
-	* Halogen Enterprises Ltd	-	26	13	-
-	■ Millward Brown Precis Ltd	-	24	50	-
-	■ Citigate D V L Smith Ltd	-	22	10	-
-	■ The Bus. Advantage Gp. PLC	-	20	33	-
-	■ W.H.F. (Southern) Ltd	-	19	12	-
-	■ Nion Ltd	-	16	60	-
-	■ Corporate Information Ltd	-	11	-	-
-	■ Customer Satisfaction Surveys Ltd	-	11	38	-
-	■ Pinder Fry & Benjamin Ltd	-	5	25	-
-	■ Accent Mktg. & Research Ltd	-	-	-	-
-	■ Andrew Irving Assocts. Ltd	-	-	-	-
-	■ Benchmark Research Ltd	-	-	-	-
-	■ Conquest Research & Consultancy Ltd	-	-	-	-
-	■ Counterpoint (UK) Ltd	-	-	-	-
-	■ Cragg Ross Dawson Ltd	-	-	-	-
-	■ Cram Intl. Ltd	-	-	-	-
-	■ Define Research & Mktg. Intl. PLC	-	-	-	-
-	■ Discovery Research Ltd	-	-	-	-
-	■ George Street Research Ltd	-	-	-	-
-	■ Hallett Arendt Mktg. & Research Ltd	-	-	-	0
-	■ I C M Research Ltd	-	-	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	-	-5

See sections 6 & 7 for Analysis Notes and Definitions

Number of Employees Growth

League Table Position	Compound Annual Growth Rate % 97/00	Number of Employees 99/00	% Change	
			98/99 - 99/00	97/98 - 98/99
- ■ Infocorp Ltd	-	-	-	-
- ■ Intelliquest, Ltd.	-	-	-	36
- ■ Interactive Market Systems (UK) Ltd	-	-	-	6
- ■ Intercam Ltd	-	-	-	-
- ■ Ipsos Cati Centre Ltd	-	-	-	-
- ■ Ipsos Insight Ltd	-	-	-	-
- ■ M X Promotions Ltd	-	-	-	-
- * Market Tracking Intl. Ltd	-	-	-	-6
- * Mobile Sensory Testing Srvcs. Ltd	-	-	-	-
- ■ Parker Tanner Woodham Ltd	-	-	-	-
- * Polk Europe Hldgs. Ltd	-	-	-	92
- ■ Praxis Research & Consulting Ltd	-	-	-	-
- ■ Prescient Ltd	-	-	-	-
- ■ Prognosis Ltd	-	-	-	-
- ■ Quadrangle Research Ltd	-	-	-	-
- ■ Reflexions Market Research Ltd	-	-	-	-
- ■ Research & Mktg. Ltd	-	-	-	-
- ■ Roper Starch Worldwide Ltd	-	-	-	-
- ■ Sample Surveys Ltd	-	-	-	-
- ■ Springboard Mktg. Ltd	-	-	-	-
- ■ Strategic Mktg. & Research Consultants Ltd	-	-	-	-
- * T V Strategy Ltd.	-	-	-	-
- * The Research Partnership Ltd.	-	-	-	-
- ■ V.A.Research Ltd	-	-	-	20
Average of companies with 3 years data	9	171	8	10
Average of companies with 3 years data	9	171	8	10

Exports Growth

League Table Position		Compound	Exports	% Change	% Change
		Annual Growth			
		Rate %	£'000		
		97/00	99/00	98/99 - 99/00	97/98 - 98/99
MARKET RESEARCH AGENCIES					
1	Discovery Research Ltd	190	118	4	714
2	I R B Intl. Ltd	165	914	88	274
3	Diagnostics Social & Market Research Ltd	57	580	22	102
4	* I D C UK Ltd	50	15,131	186	-22
5	* Maritz. Trbi Ltd	48	7,929	47	50
6	Total Research Ltd	46	7,046	48	45
7	Medicare Audits Ltd	35	1,882	57	16
8	Added Value Ltd	34	4,786	27	41
9	* Ipsos UK Ltd	25	3,679	81	-14
10	* N O P Research Gp. Ltd	23	18,198	5	43
11	Facts Intl. Ltd	23	263	-13	75
12	* Infratest Burke Gp. Ltd	21	2,405	311	-65
13	Flamingo Research Ltd	18	1,543	34	4
14	G F K Mktg. Svcs. Ltd	14	2,378	35	-3
15	Consensus Research Intl. Ltd	13	106	-41	117
16	* O.R.C. Intl. Ltd.	10	2,144	-12	38
17	Context Research Intl. Ltd	9	496	406	-77
18	* Romtec PLC	7	1,677	13	1
19	F D S Market Research Hldgs. Ltd	6	107	792	-87
20	Frost & Sullivan, Ltd	-4	2,792	4	-12
21	Millward Brown Intl. Ltd	-5	15,478	9	-17
22	* B M R B Intl. Ltd	-7	3,057	-5	-8
23	Insight Medical Research Ltd	-8	1,741	-35	29
24	* G F K GB Ltd	-8	1,645	-42	47
25	Infocorp Ltd	-17	99	191	-76
26	Andrew Irving Assocts. Ltd	-18	18	-28	-7
27	Roper Starch Worldwide Ltd	-23	243	64	-64
28	Network Research & Mktg. Ltd	-28	227	-53	9
29	C S W Research Ltd	-31	495	87	-75
30	* The Gallup Organization Ltd	-32	818	-37	-26
31	Goldfarb Consultants UK Ltd	-34	443	4	-58
32	Market Research Solutions Ltd	-34	98	238	-87
33	C I T Research Ltd	-36	321	-45	-25
34	* Market Tracking Intl. Ltd	-100	0	-100	3,500
35	Numbers Market Research Ltd	-100	0	-100	-94
36	* P W Market Research Gp. Ltd	-100	0	-100	-41
-	* Isis Research PLC	-	10,046	27	-
-	■ The Research Bus. Intl. Ltd	-	5,715	-	-
-	■ S G A Research Intl. Ltd	-	2,768	-27	-
-	* Halogen Enterprises Ltd	-	2,611	132	-
-	■ Bus. Development Research Consultants Ltd	-	1,752	94	-
-	* Eur. Digital Capital Ltd	-	1,698	121	-
-	* The Research Partnership Ltd.	-	1,464	87	-
-	■ Hauck Research Svcs. Ltd	-	951	65	-
-	■ Millward Brown Precis Ltd	-	751	65	-
-	■ Mathematical Market Research Ltd	-	705	86	-
-	■ Ipsos Cati Centre Ltd	-	696	-	-
-	■ The Brattle Gp. Ltd	-	657	188	-
-	■ Maxis Research Ltd	-	578	130	-
-	■ Ipsos Insight Ltd	-	331	-	-

Exports Growth

League Table Position		Compound	Exports	% Change	% Change
		Annual Growth			
		Rate %	£'000	98/99 - 99/00	97/98 - 98/99
		97/00	99/00		
-	■ Corporate Information Ltd	-	227	-	-
-	■ Nion Ltd	-	208	^	-
-	■ Carat Insight Ltd	^	0	^	^
-	■ Citigate D V L Smith Ltd	-	0	^	-
-	■ City Research Gp. PLC	-	0	^	-
-	■ Directions (Research & Mktg.) Ltd	^	0	^	^
-	■ Flackett, Stevens & Assocts. Ltd	^	0	^	^
-	■ Hallett Arendt Mktg. & Research Ltd	-	0	^	-
-	■ I C M Research Ltd	-	0	-	-
-	■ I R I Infoscan Ltd	-	0	^	-
-	■ I.F.F Research Ltd	-	0	^	-
-	■ Intl. Research Assocts. (UK) Ltd	-	0	^	-
-	■ Link Strategic Research UK Ltd	^	0	^	^
-	■ M X Promotions Ltd	-	0	^	-
-	■ Market Probe Europe Ltd	-	0	^	-
-	■ Novaction (U.K.) Ltd	^	0	^	^
-	* Opinion Research Ltd	^	0	^	^
-	■ Petchey (Mgmt. & Finance) Ltd	^	0	^	^
-	■ Pinder Fry & Benjamin Ltd	-	0	^	-
-	■ S M C Field Mktg. Ltd	-	0	-	-
-	■ Specialist Field Resources Ltd	^	0	^	^
-	■ Springboard Mktg. Ltd	^	0	^	^
-	■ Taylor Nelson Sofres Gp. Ltd	-	0	^	-
-	■ The Research Department Ltd	^	0	^	^
-	■ Wardle McLean Strategic Research Consultancy Ltd	-	0	-	-
-	■ Accent Mktg. & Research Ltd	-	-	-	^
-	■ Adelphi Intl. Research Ltd	-	-	-	-
-	■ Albemarle Mktg. Research Ltd	-	-	-	-
-	■ Benchmark Research Ltd	-	-	-	-
-	* Bostock Mktg. Gp. Ltd	-	-	-	-
-	■ Bus. & Market Research Ltd	-	-	-	-
-	■ Conquest Research & Consultancy Ltd	-	-	-	-
-	■ Counterpoint (UK) Ltd	-	-	-	-
-	■ Cragg Ross Dawson Ltd	-	-	-	-
-	■ Cram Intl. Ltd	-	-	-	-
-	■ Customer Satisfaction Surveys Ltd	-	-	-	-27
-	■ Define Research & Mktg. Intl. PLC	-	-	-	-
-	* Euromonitor PLC	-	-	-	-
-	■ George Street Research Ltd	-	-	-	-
-	* I M S Hldgs. (U.K.) Ltd	-	-	-	-
-	■ Intelliquest, Ltd.	-	-	-	-8
-	■ Interactive Market Systems (UK) Ltd	-	-	-	-
-	■ Intercam Ltd	-	-	-	-
-	■ M B L Gp. PLC (The)	-	-	-	-
-	■ Managing The Service Bus. Ltd	-	-	-	1,535
-	* Market & Opinion Research Intl. Ltd	-	-	-	-
-	■ Mintel Intl. Gp. Ltd	-	-	-	-
-	* Mobile Sensory Testing Srvc. Ltd	-	-	-	12
-	* Morpace Intl. Ltd.	-	-	-	-
-	■ N R G-Uk Ltd	-	-	-	-
-	* Netpoll Ltd	-	-	-	-
-	■ Opinion Leader Research Ltd.	-	-	-	-

Exports Growth

League Table Position	Compound Annual Growth Rate % 97/00	Exports £'000 99/00	% Change 98/99 - 99/00	% Change 97/98 - 98/99
- ■ Outlook Research Ltd	-	-	-	-
- ■ Parker Tanner Woodham Ltd	-	-	-	-
- * Polk Europe Hldgs. Ltd	-	-	-	-
- ■ Praxis Research & Consulting Ltd	-	-	-	-
- ■ Prescient Ltd	-	-	-	-
- ■ Produce Studies Ltd	-	-	-	-
- ■ Prognosis Ltd	-	-	-	-
- ■ Public Attitude Surveys Ltd	-	-	-	-
- ■ Putnam Investments Ltd	-	-	-	-
- ■ Quadrangle Research Ltd	-	-	-	-
- ■ Quality Medical Field Ltd	-	-	-	-
- ■ Reflexions Market Research Ltd	-	-	-	-
- ■ Research & Mktg. Ltd	-	-	-	-
- ■ Research Intl. Ltd	-	-	-	-
- ■ Sample Surveys Ltd	-	-	-	-
- * Sitel Europe Ltd	-	-	-	-
- ■ Strategic Mktg. & Research Consultants Ltd	-	-	-	-
- * T V Strategy Ltd.	-	-	-	-
- * Taylor Nelson Sofres PLC	-	-	-	-
- ■ The Bus. Advantage Gp. PLC	-	-	-	-
- ■ The Leadership Factor Ltd	-	-	-	-
- ■ V.A.Research Ltd	-	-	-	-
- ■ W.H.F. (Southern) Ltd	-	-	-	-
- * Xtreme Information Ltd	-	-	-	-
Average of companies with 3 years data	6	1,278	18	-5
Average of companies with 3 years data	6	1,278	18	-5

Industry Profile

Company details are aggregated to provide average figures for the Industry Subsectors. This is presented in two sections:

- Subsector Balance Sheets
- Subsector Profit & Loss Details

MARKET RESEARCH AGENCIES

Average Balance Sheet and Profit & Loss Account Figures for
MARKET RESEARCH AGENCIES

The accounts of these companies have been analysed to generate **average** figures.
Total figures are availabe at the bottom of the Performance League Tables.

Sales and Profits

	99/00 £000s	98/99 £000s	97/98 £000s
Sales	10,329	9,219	8,205
Pre-tax Profit	1,022	827	676
Number of Employees	191	178	162

Balance Sheet

	99/00 £000s	98/99 £000s	97/98 £000s
Tangible Fixed Assets	674	647	608
Intangible Assets	154	131	109
Intermediate Assets	419	126	91
<i>Total Fixed Assets</i>	1,247	904	807
Stocks	234	205	218
Trade Debtors	2,133	1,814	1,600
Other Current Assets	2,611	2,193	1,817
<i>Total Current Assets</i>	4,978	4,212	3,635
Total Assets	6,225	5,115	4,442
Trade Creditors	464	440	498
Short-Term Loans	1,626	1,413	1,238
Other Current Liabilities	2,406	2,059	1,908
<i>Total Current Liabilities</i>	4,496	3,912	3,644
T/Assets - C/Liabilities	1,729	1,204	798
Long-Term Loans	765	653	542
Other L/Term Liabilities	235	120	113
Total Capital & Reserves	729	431	144
Capital Employed	1,729	1,204	798

MARKET RESEARCH AGENCIES

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Introduction

This Report examines the performance of selected companies over a three year period. For comparison purposes, the companies accounts are divided into three 'analysis periods' with ranking based on performance in the third period.

If a set of accounts becomes available which is more up to date than the analysis year shows, these will be included in the relevant Company Profile under 'Recently Filed Accounts' but will not be used in the Performance League Tables.

Non-52 Week Account Period

Occasionally, companies submit accounts for non-standard periods. If the account period is extended beyond 52 weeks, there may appear to be a gap in the analysis. This will be because the extended year falls into the next analysis period.

Where accounts are for a period shorter than 52 weeks and a company has two sets of accounts eligible for inclusion in any analysis period, the performance analysis will be based on the later of the two sets of accounts.

When non-52 week accounts are provided, profit and loss figures are adjusted to a 52 week basis within the Performance League Tables to enable meaningful comparisons to be made.

Calculation of Totals and Averages

In compiling the total and average results given in the Performance League Tables and the Industry Profiles, some companies have been excluded from the calculations. These companies are indicated in the tables by the following symbols:

- Indicates that the company does not have three years of accounts available. If accounts for any of the analysis years are not available, the company is excluded from the total and average calculations
- * Indicates that the analyst has excluded the company from any total or average calculation (see notes in the Company Selection for further details).

Ranking of Companies

The Performance League Tables rank companies according to their results in the third year. Companies are not allocated a ranking number where this third year of accounts is not available. In this event, companies appear at the foot of the table with a dash (-) ranking. However, such companies are ranked in order of their second year, third year and fourth year figures respectively, where these are available.

The following symbols are used in the Performance League Tables:

- ^ Indicates that a result either cannot be calculated or would be misleading if it was presented. For example, dividing by zero or a negative figure divided by a negative figure.

6. Analysis Notes

- Indicates that one or more of the figures necessary to make the calculation on which ranking is based are not available.

Directory Data

The following data items are included in the Company Profiles:

Trading Address

This is given where it is available along with a telephone and telefax number. Addresses are validated wherever possible and where a trading address cannot be found, a registered office address is presented instead.

Main SIC codes

Up to two 1992 Standard International Codes (SIC) have been allocated to each company based on the company's principal line of business.

Directors

A maximum of ten directors are shown for each company, in the format of first name, middle initial and last name. The company secretary is also given).

Previous Names

Where a company has changed its name, the two most recent changes are displayed along with the date at which the name changed from that shown.

Main UK Subsidiaries

Up to ten subsidiaries are shown. These will be the ten largest in terms of their most recent turnover figures filed if there are more than ten subsidiaries for the company profiled.

Auditors

A company's main auditor for the year of analysis of the report (highlighted in bold in the company profiles) is also given. This is the auditor of the accounts in the analysis year.

7. Definitions

Data Items

Auditors Fees

The fees, including expenses, paid to auditors

Capital Employed

The total value of long term loans, other long term liabilities and total capital & reserves.

Depreciation

The provision made to account for the reduction in value of fixed assets over time. provide.

Directors Emoluments

The sum of all payments made to directors, including fees, pension fund contributions, ex-gratia payments and amounts paid to directors' families.

Employee Pay

The wages and salaries paid during the year, excluding social security and pension costs.

Exports

The revenue generated by sales overseas, this figure is stated where it has been disclosed in the accounts or where a geographical breakdown of turnover has been provided.

Intangible Assets

Items such as goodwill, patents, copyrights, trade marks or research and development which have no tangible existence.

Intermediate Assets

The sum of items such as gross investments in subsidiary and associated companies, gross intra-group balances, trade investments, advance corporation tax due after one year, investment properties and other long term financial assets or those with no stated repayment terms. Where stated in the accounts, the long term portion of trade and sundry debtors will also be included.

Interest Paid

The sum paid to service company debt, the gross figure disclosed by the company. This may include items such as hire purchase and finance lease charges.

Investment

Capital employed plus short term loans.

Long Term Loans

The amount repayable after one year of bank and institutional loans, mortgages, leases and hire purchase agreements, and trade and sundry creditors.

Net Assets

The value of total assets less total liabilities.

7. Definitions

Net Worth

Total Capital & Reserves less intangible assets.

Non-Trading Income

The income derived from non-trade activities, such as quoted or unquoted investments, interest and dividends received, transfers from capital grant reserve and interest relief grants, share of associated companies' profits or losses and written-off intangible assets.

Number of Employees

The number of employees is given where the figure has been stated in the accounts.

Other Current Assets

The value of other assets which is realisable within one year e.g. cash, sundry debtors and prepayments.

Other Current Liabilities

The sum of sundry creditors, accrued expenses, future taxation and other amounts payable within one year.

Other Long Term Liabilities

The sum of the long term portion of items such as deferred taxation, minority interests, provisions for liabilities and charges and prepaid income.

Pre-Interest Profit

Pre-tax profit plus interest paid.

Pre-tax Profit

The reported profit or loss on ordinary activities before tax. This includes exceptional items but not extraordinary items which appear below-the-line.

Sales

The revenue derived from the provision of goods or services falling within the company's normal trading activities.

Short Term Loans

The short term portion of company debt including bank overdraft and the current portion of bank loans, hire purchase or lease agreements and other amounts due within one year.

Stocks

The total value of trading and sundry stocks and work in progress (net of progress payments). For developers, this also includes property held for resale within one year.

Tangible Fixed Assets

The tangible long term resources of a business including land, buildings, plant and equipment. The items may be the company's own purchased items or those held under finance lease or hire purchase agreements. In addition, assets held in the course of construction or those held for renting out, with life spread over a number of accounting periods are included. This figure is shown at net book value that is cost less accumulated depreciation.

7. Definitions

Total Assets

The total value of fixed, intermediate and current assets.

Total Assets-Total Current Liabilities

The balancing figure against capital employed in the balance sheet.

Total Capital & Reserves (Shareholders' Funds)

The sum of ordinary share capital, preference share capital and reserves (including share premiums, revaluations and retained profit).

Total Current Assets

The sum of stocks, trade debtors and other current assets.

Total Current Liabilities

The sum of trade creditors, short term loans and other current liabilities.

Total Debt

Short term plus long term loans.

Total Fixed Assets

The sum of tangible, intangible and intermediate fixed assets.

Total Liabilities

Capital employed plus total current liabilities minus total capital & reserves.

Trade Creditors

Amounts due to be paid by the company, within one year, for goods owned but not paid for.

Trade Debtors

The amount due to be paid to the company, within one year, from customers, for goods or services sold on credit.

Trading Profit

Operating Profit plus depreciation.

Working Capital

Total current assets minus total current liabilities.

7. Definitions

Ratio Calculations

In compiling this Report, ICC Business Publications Ltd. Analysts and Editors have selected the ratios which are most suitable for analysing this sector. For this reason, although definitions are provided for all ratios used in the Business Ratio *Plus* series, some will not have been used in this title.

Asset Utilisation

Sales/Total Assets

Shows the relationship between the assets of a company and the level of sales generated by those assets. The result is a ratio which shows the sales made by each unit of assets, i.e. a figure of 1.60 would mean that every £1 of assets was generating £1.60 of sales.

Capital Employed Per Employee

Capital Employed/Number of Employees

Indicates the level of investment provided for each employee.

Capital Employed/Total Assets

Capital Employed/Total Assets

Provides a measure of the amount of capital invested in a business in relation to each unit of assets. A ratio of 0.80 would indicate that for each £1 of assets there would be an investment of 80p in capital employed.

Creditors Days

(Creditors/Sales) x 365

Shows the average number of days taken to repay creditors.

Creditors/Debtors

Trade Creditors/Trade Debtors

Links monies owed by the company for goods and services to monies owed to the company for goods and services.

Current Ratio (Liquidity)

Total Current Assets/Total Current Liabilities

Assesses the short term balance between assets and liabilities due within one year and measures a company's ability to meet payments due, e.g. a ratio of 1.5 would indicate that a company could cover its current liabilities 1 1/2 times over with its current assets

Debtor Days Outstanding

(Trade Debtors/Sales) x 365

Indicates the average number of days taken to collect monies owed to the company. The result may be a reflection of company policy towards extending credit as much as efficiency.

Debt/Equity

Long Term Loans/Total Capital & Reserves

Links two sources of long term finance, focusing on the balance between amounts borrowed from external parties in proportion to those invested by shareholders in the company.

Depreciation Rate

(Depreciation/Tangible Fixed Assets) x 100

7. Definitions

Gives a rough indication of the depreciation rate applied by a business in assessing the net book value of fixed assets. A ratio of 6.8 would indicate that a company had made an annual depreciation provision of 6.8 percent of the value of its fixed assets.

Equity Gearing

(Total Capital & Reserves/Total Liabilities) x 100

Indicates the proportion of total liabilities that are covered by shareholders' funds.

Exports/Sales

(Exports/Sales) x 100

Shows the proportion of sales generated overseas.

Fixed Assets Per £ of Pay

(Tangible Fixed Assets/Total Remuneration)

Fixed Assets Per Employee

Tangible Fixed Assets/Number of Employees

Measures the value of fixed assets per employee. This ratio can be taken as a guide to the capital intensity of an operation, assessing levels of plant and machinery compared with levels of manpower.

Income Gearing (Interest Cover)

(Interest Paid/Pre-interest Profit) x 100

The proportion of pre-interest profit which is expended to finance the cost of external loans. A figure of 16.4 would show that 16.4 percent of pre-interest profit had been used for interest payments.

Operating Profit Margin

(Operating Profit/Sales) x 100

Indicates operating profit as a percentage of sales.

Pay Per Employee

Employee Pay/Number of Employees

Measures the average annual pay per employee.

Pay/Sales

(Employee Pay/Sales) x 100

Indicates the amount of sales revenue expended on employees' pay, showing the marginal cost of employment. A figure of 25 percent indicates that one quarter of a company's sales are expended on employee pay.

Pre-tax Profit Margin (Profit Margin)

(Pre-tax Profit/Sales) x 100

Measures the percentage of sales left as profits or losses, before tax. (In general, if profitability is the main driving force of the business, the higher the result, the better. However, this ratio should not be judged in isolation from other results).

Profit Per Employee

Pre-tax Profit/Number of Employees

7. Definitions

Indicates the average profitability of each employee.

Profit Per £ of Pay

Pre-tax Profit/Employee Pay

Measures the level of profit generated in relation to each £ spent on employee pay.

Quick Ratio (Acid Test)

(Total Current Assets-Stocks)/Total Current Liabilities

Measures short term liquidity by looking at the balance between current assets less stock and current liabilities. Stocks are deducted from current assets in the equation as they may not be readily convertible to cash. A ratio of 0.8 would show that a company could only cover 80 percent of its current liabilities in the short term.

Return on Capital

(Pre-tax Profit/Capital Employed) x 100

Often taken as the primary measure of performance, this ratio is an indication of how much profit a business yields relative to the money invested in it.

Return on Investment

(Pre-interest Profit/Investment) x 100

Measures performance in a similar way to return on capital but excludes the amount of profit expended on interest. This ratio can give a truer result than return on capital where capital structure may be affected by parent company funding. A ratio of 20 percent would indicate that for every £100 invested, a return of £20 in pre-interest profit would be achieved.

Return on Total Assets

(Pre-tax Profits/Total Assets) x 100

Shows a percentage of the value of the pre-tax profits in proportion to the value of total assets.

Return on Total Capital & Reserves

(Pre-tax Profits/Total Capital & Reserves) x 100

The ratio expresses the proportion of pre-tax profit made in relation to the value of shareholders funds.

Sales Per Employee

Sales/Number of Employees

This is a measure of productivity, showing the amount of sales revenue generated by each employee.

Sales/Capital Employed

Sales/Capital Employed

Measures the amount of revenue generated by a business in relation to the level of investment made.

Sales/Fixed Assets

Sales/Tangible Fixed Assets

Measures the level of sales generated in relation to each unit of fixed assets. (This result will be affected by the accuracy of the net book value of the assets).

7. Definitions

Sales/Intermediate Assets

Sales/Intermediate Assets

Links sales to medium term assets including various financial holdings.

Stocks/Sales

(Stocks/Sales) x 100

Shows the percentage of stocks held by the company in relation to sales.

Total Debt/Net Worth (Borrowing Ratio)

(Total Debt/Net Worth) x 100

Examines the level of outstanding loans to be paid by the company in comparison to the assets held by the company, excluding those necessary to meet current liabilities. A figure of over 100 percent indicates that a company is highly geared to the extent that its borrowings exceed its net worth.

Total Debt/Working Capital

Total Debt/Working Capital

Looks at the level of debt in relation to the portion of current assets which would not be required to meet current liabilities. A figure of 0.6 would indicate that 60 percent of debts could be met by short term funding.

Trading Profit Margin

(Trading Profit/Sales) x 100

Measures the percentage of trading profit made on sales.

Working Capital/Sales

(Working Capital/Sales) x 100

Expresses the level of short term funding of a business in relation to its size as measured by sales.

Value Added/Pay

(Value Added/Employee Pay) x 100

Relates value added to employee pay, expressing the result as a percentage.

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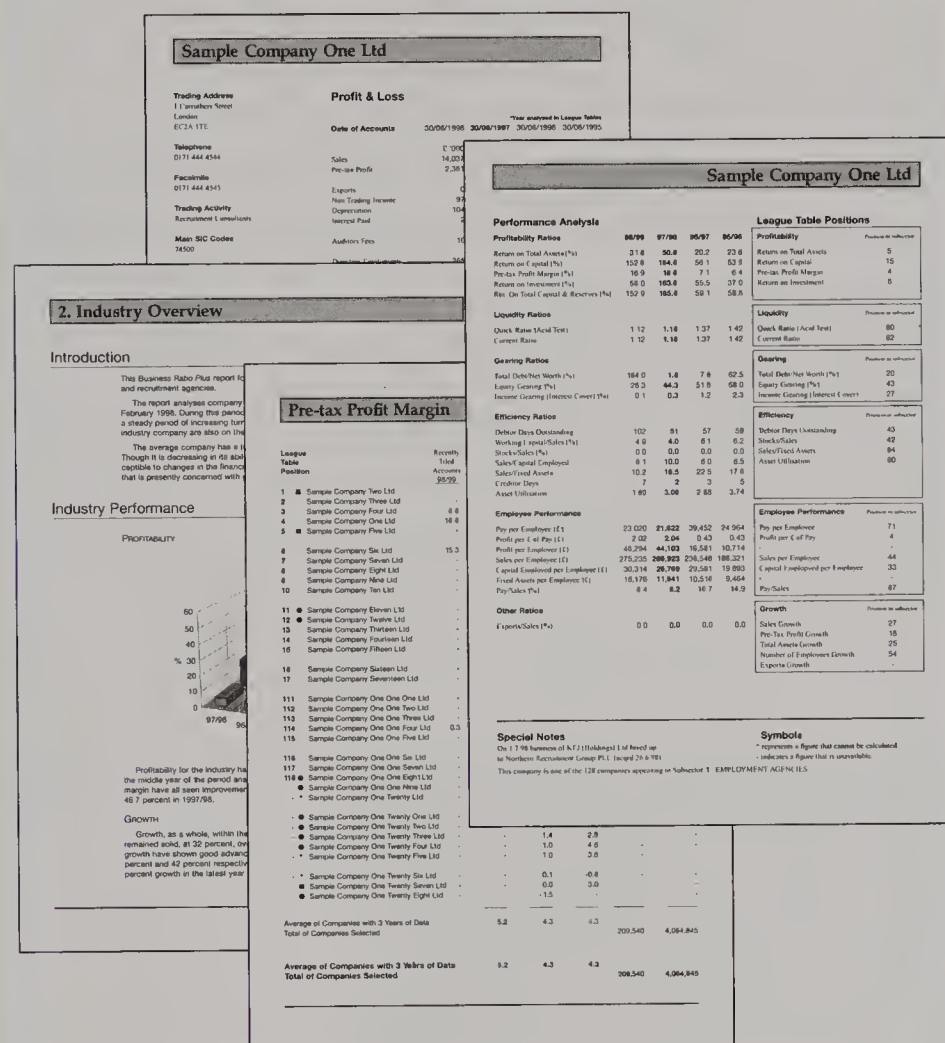
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- Insurance Brokers & Intermediaries
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- Builders Merchants
- Building & Civil Engineering - Intermediate
- Building & Civil Engineering - Major
- Ceramics Manufacturers
- The Glass Industry
- Housebuilders - Intermediate
- Housebuilders - Major
- Plant Hire
- Precast Concrete Manufacturers
- The Timber Trade
- Window & Door Manufacturers

ELECTRICAL & ELECTRONICS

- Computer Equipment Distributors
- Computer Equipment Manufacturers
- Computer Services
- The Consumer Electronics Industry
- The Domestic Electrical Appliance Industry
- Electrical Contractors
- Electrical Installation Equipment Manufacturers
- Electrical Wholesalers
- Electronic Component Distributors
- Electronic Component Manufacturers
- The Lighting Equipment Industry
- Printed Circuit Manufacturers
- Switchgear, Motor & Control Systems
- Telecommunications

ENGINEERING

- The Aerospace Industry
- The Agricultural Equipment Industry

- The Air Conditioning Industry
- Constructional Steelworks Manufacturers
- The Defence Industry
- Engineering Distributors
- Heating & Ventilating Equipment Manufacturers
- Hydraulic & Pneumatic Equipment Manufacturers
- Industrial Fastener Distributors
- Industrial Fastener Manufacturers
- Mechanical Power Transmission Equipment Mtrs
- Mining & Quarrying
- The Pumps Industry
- The Refrigeration Equipment Industry
- Spring Manufacturers
- Valve Manufacturers

FILMS, MUSIC & PHOTOGRAPHY

- Commercial Radio Stations
- Film & TV Producers & Distributors
- The Photographic Industry
- The Record Industry

FOOD & DRINK

- Bakeries
- Brewers
- Cash & Carry
- The Catering Industry
- Compound Animal Feedstuffs
- Confectionery Manufacturers
- The Dairy Industry
- Distillers
- The Food Ingredients Industry
- Food Processors -
- Frozen Food Distributors
- Frozen Food Producers
- Grocery Wholesalers
- Meat Processors
- Meat Wholesalers
- Poultry Processors
- Soft Drinks Manufacturers
- Supermarkets
- Wine & Spirit Merchants

FURNITURE, FITTINGS & INTERIOR DESIGN

- The Carpet Industry
- The Contract & Office Furniture Industry
- Domestic Furniture Manufacturers
- Home Furnishing Retailers
- Joinery Manufacturers
- The Kitchen & Bathroom Furniture & Fittings Industry

• Shoptitters

LEISURE & TRAVEL

- The Caravan Industry
- The Hotel Industry
- Travel Agents & Tour Operators

MEDICAL & CHEMICAL

- Chemical Distributors
- Industrial Chemical Manufacturers - Major
- The Medical Equipment Industry
- The Optical Industry
- Paint & Printing Ink Manufacturers
- Pharmaceutical Manufacturers & Developers
- Plastics Packaging Manufacturers
- Plastics Processors
- Private Healthcare
- The Rubber & Tyre Industry
- The Soap & Detergent Industry
- The Toiletries & Cosmetics Industry

METALS

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- Non-Ferrous Founders
- Steel Processors

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